THE ARCHITECTURAL FORUM

JULY 1938

How to make Flat Roofs *Doubly Useful* at little cost

New Celotex Product Makes Inviting Recreation Space Out of Old or New Roof Decks

Celotex Promenade Traffic Top is a brand-new product which transforms ordinary flat roofs into useful play or recreation space *at very moderate cost.* Apartment hotels—houses—hospitals and business blocks gain in value and tenant-appeal when they include such an attractive recreation spot as the one pictured here.

Adding no more weight than a slag or gravel surfacing, Celotex Promenade Traffic Top has a resilient non-slip surface which is comfortable under foot. *It deadens sound, and adds years to the life of roofing* by protecting it from blistering sun rays.

Made of special Celotex, thoroughly impregnated with selected bitumens, this new Celotex Product is available in several colors. *It passes firebrand tests,* and is proofed against termites and dry rot by the exclusive, patented Ferox Process.

Mail the coupon today for complete details on Celotex Promenade Traffic Top.



THE CELOTEX CORPORATION
919 N. Michigan Ave., Chicago, Ill.
Please send me complete information on Celotex Promenade Traffic Top, including specifications and sample.
AF 7-38

Name.....

Address.....

City.....

County.....*State*.....

CELOTEX
REG U S PAT OFF
PROMENADE
TRAFFIC TOP
TRADE MARK

Copyright 1938, The Celotex Corpor

THE CELOTEX CORPORATION • 919 N. MICHIGAN AVE., CHICAGO, ILLINO
Sales Distributors Throughout the World

ARCHITECTURAL FORUM

JULY 1938

WHEATON COLLEGE COMPETITION 1
Announcement of Awards.

AMERICAN GAS ASSOCIATION COMPETITION 2

REPORT OF THE JURY 4

PART I, CLASS I 8
Houses between 18,000 and 24,000 cubic feet.

PART I, CLASS II 24
Houses between 24,000 and 32,000 cubic feet.

SELECTED DESIGNS 40
Taken from both Class I and Class II.

PART II NEIGHBORHOOD PLANNING 66
Development plans for an actual or hypothetical site of about 35 acres.

BUILDING MONEY 75
The FHA and Administrator McDonald . . . Eight low-cost houses: Lumber's efforts to redeem itself . . . Building's share of the unemployed . . . A campaign for renovating New York City . . . Federal Savings and Loans' new Charter . . . From Radio to Realty: a publicity-made subdivision . . . Mezzanine house in Monroe, Mich.

MONTH IN BUILDING 2

FORUM OF EVENTS 10
Mr. Morgenthau Invites . . . Dixie's End . . . Sculpture . . . USSR Fair.

PRODUCTS & PRACTICE 18
Steel Frame Houses . . . at long last a commercial reality . . . Stran-Steel Frame . . . Lea Steel Frame . . . Ferrocon . . . Bethlehem Light-Load Framing.

BOOKS 26
The master plan . . . Ironwork . . . Engineering Textbook . . . Reference Annuals . . . Modern apartment houses in England.

LETTERS 30

Editor, Howard Myers; *Managing Editor*, Ruth Goodhue; *Associates*, George Nelson, Paul Grotz, Madelaine Kroll Thatcher, Henry N. Wright, John Beinert, Barbara Hunt, Nadia Williams, Joseph C. Hazen, Jr., Walter Sanders, Anna De Cormis.

THE ARCHITECTURAL FORUM is published by Time Inc., Henry R. Luce, President; Ralph McA. Ingersoll, Roy E. Larsen, Vice Presidents; Charles L. Stillman, Treasurer; W. W. Commons, Secretary. Publication Office, Erie Ave., F & G Streets, Philadelphia, Pa. Executive, Editorial and Advertising Offices, Time & Life Building, Rockefeller Center, New York. Business Manager, H. A. Richter. Advertising Manager, George P. Shutt. Subscription Office, 330 East 22nd Street, Chicago, Illinois. Address all editorial correspondence to Time & Life Building, Rockefeller Center, New York. Yearly subscription, Payable in advance, U. S. and Possessions, Canada, Cuba, Mexico, South America, $4.00. Elsewhere $6.00. Single issues, including Reference Numbers, $1.00. All copies Mailed Flat.

Copyright under International Copyright Convention. Copyright, 1938, by Time Inc.

VOLUME 69—NUMBER ONE

THE MONTH IN BUILDING

VOLUME

PERMITS (April)	$136,241,519
Residential	60,854,744
Non-residential	44,675,273
Additions, repairs	30,711,502
March, 1938	121,011,809
April, 1937	174,843,461

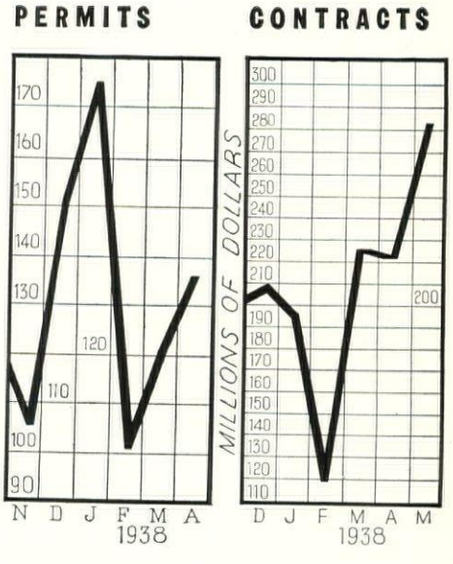
Source: Dept. of Labor

CONTRACTS (May)	$283,156,000
Residential	83,153,000
Non-residential	77,771,000
Heavy engineering	122,232,000
April, 1938	222,016,000
May, 1937	244,113,000

Source: F. W. Dodge Corp.

Continuing the recovery begun in the preceding month, volume of permits issued during April advanced 13 per cent to $136,241,519, but fell 22 per cent shy of the figure reported for April, 1937, when the year's peak was established. All classifications of permits gained during the month: residential, 9 per cent; non-residential, 17 per cent; additions and repairs, 14 per cent.

Contracts awarded during May presented a still more encouraging picture, pushed 28 per cent above the April volume and 16 per cent above that of May, 1937. Standing at $283,156,000, the May, 1938, figure looks down on all monthly totals as far back as July of last year. Biggest part in the May advance was played by heavy engineering which almost doubled both during the month and the year. The residential classification showed a month's gain of 11 per cent, a year's drop of 1 per cent. Non-residential building was lower by 3 and 17 per cent respectively.



CANADA. That U. S.'s epidemic of pro-housing legislation is contagious was indicated month ago when Canada's Finance Minister Charles Dunning introduced into the House of Commons a new government housing measure. More liberal than the 1935 Housing Act, Dunning's Bill would: 1) increase the amount of loans authorized for house construction from $10 million to $20 million, 2) jack the maximum loan-appraised value ratio from 80 per cent up to 90 per cent on houses costing $2,500 or less, 3) offer partial guarantee by the government to lenders against losses on certain loans and 4) authorize $30,000,000 in loans for low-rental projects to be built either by municipal authorities who must put up 10 per cent or by limited dividend corporations who must ante 20 per cent. Under the old act, the Dominion advanced 20 per cent of the value of privately built houses, lending institutions, 60 per cent. Now the Dominion would advance 25 per cent.

CITY PLANS. While New York's Mayor La Guardia strives through press and radio to encourage a mass renovation of decrepit city tenements (page 82), George T. Tideman, architect and tax fanatic, hunts sponsors for his "Greater Chicago Plan." With the principles of Henry George's single tax in the back of his mind, Planner Tideman would entice domestic and industrial building activity back into the city limits by making lots available to builders free of purchase price but on a rental basis, and by exempting new buildings from taxation. For administrative purposes a non-profit corporation would be formed with loans or grants for capital. It would purchase and demolish run-down properties, lease the land to others, do no actual construction itself.

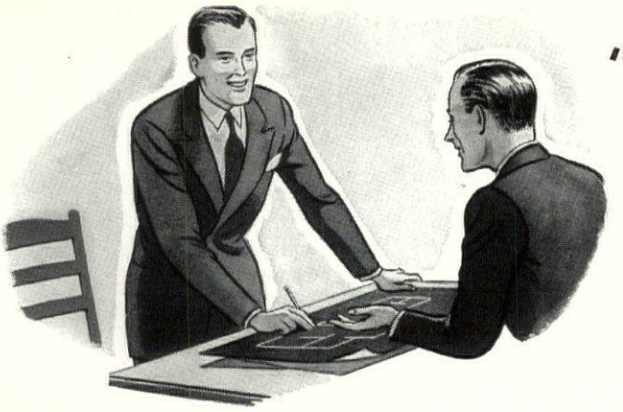
Unlike New York's campaign which depends for success upon individual property owners, the Chicago plan stands little chance of progressing beyond the proposal stage. Reasons: 1) purchasing operations of the corporation would boost land prices, 2) tax exemption of property would force the city toward bankruptcy and 3) Planner Tideman will search long and wide before finding a sponsor and the required $50 million. Plan's soundest aspect is the creation of a non-profit corporation which would function as do the country's various port, bridge and tunnel authorities.

USHA AMENDMENTS. Jammed through Congress in the closing hours of its 1938 session were three amendments to the U. S. Housing Act designed to give the administering authority more and broader powers and to speed up the Government's slum-clearance and low-rent housing program.* Introduced in the House by Representative Steagall as a subdivision of President Roosevelt's spending-lending "must," the enacted amendments authorize the USHA to sell $800 million of bonds, the proceeds of which may be used immediately, and to enter into annual-contributions contracts (Federal subsidies) not in excess of $28 million per year. Previously the USHA could sell bonds to the extent of only $500 million and the proceeds were to be used over a three-year period.

A third amendment provides that payments under annual-contributions contracts be pledged as security for any loan obtained by a local authority and that annual contributions be used first to pay interest or principal on loans due the USHA. Purpose is to aid the reselling and marketability of bonds purchased by the USHA from municipal authorities and at the same time better to protect the interests of the U. S. Government.

Prior to enactment of the amendments, annual-contributions contracts were limited to $12.5 million before July 1, 1939—a limitation which slowed up the earmarkings of funds and the making of actual loan contracts because of the practical necessity of making both types of contracts simultaneously. Thus, USHA's power to make loan contracts before July 1, 1939 had been reduced from $500 million to about $325 million, and on this basis a maximum of only $125 million would be put into circulation during the current year. The authorized expansion

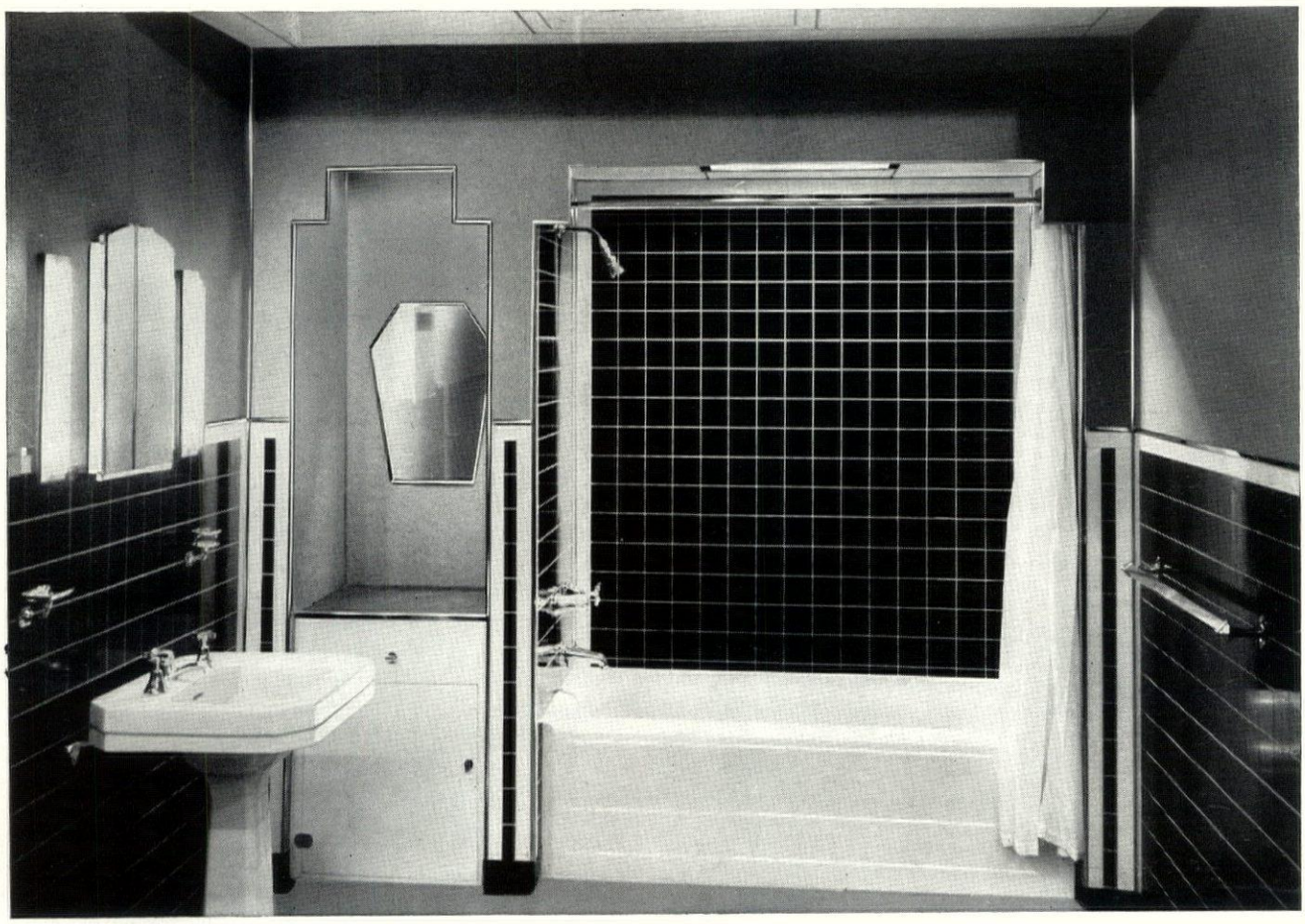
*At mid-June, as the new USHA amendments were enacted, Administrator Nathan Straus had entered into loan contracts involving only $53,493,000. Larger but less significant was the volume of earmarkings (gentleman's agreements that loans contracts will be made when and if local projects become fully eligible): $357,788,000 for 95 communities in 23 States and the Territory of Hawaii.



"IT'S A SWELL PLAN, BUT WILL OUR BUDGET STAND IT?"

After the budget is set up and you and your clients start to go over it, item by item, you'll be glad you specified Genuine MASONITE Products.

These modern building materials give the *effects your clients want.* They give the *permanency you want* built into the house. They *fit inside the most conservative budgets.*



● This bathroom, for example. The gleaming tile-like wainscoting and shower walls are MASONITE PRESDWOOD TEMPRTILE, black with white lines and canary-yellow trim. The luxurious dressing-nook is easy to build with MASONITE TEMPERED PRESDWOOD. The upper walls are also made of this grainless, moisture-resisting board. Snap-on beading is rustless steel with chrome finish. And the ceiling, with grooved pattern, is MASONITE CANEC INSULATION.

● If you have not yet specified Genuine MASONITE, and discovered its outstanding satisfaction, mail the coupon at right for full and complete details on its uses and economies. And remind your clients that F. H. A. loans are easy to secure for new building and remodeling. Lumber dealers have complete information.

It's Right MASONITE

GENUINE

MASONITE

THE WONDER WOOD OF A THOUSAND USES

A MISSISSIPPI PRODUCT

SOLD BY LUMBER DEALERS EVERYWHERE

Copyright 1938, Masonite Corporation

FREE SAMPLES

MASONITE CORPORATION, *Dept. AF-7*
111 W. Washington St., Chicago, Ill.

Please send me FREE samples and complete details about MASONITE PRESDWOOD TEMPRTILE and MASONITE TEMPERED PRESDWOOD.

*Name*_____

*Address*_____

*City*_____ *State*_____

THE ARCHITECTURAL FORUM

Published monthly by Time Inc., Henry R. Luce, President. Publication Office, Erie Ave., F & G St., Phila., Pa. Yearly Subscription: U. S. A. Insular Possessions, Canada and Cuba, $4.00. Foreign Countries in the Postal Union, $6.00. Single issues, including Reference Numbers, $1.00. Entered as Second Class Matter at the Post Office at Jersey City, N. J.. (Application Pending transfer to the Phila. P. O.) under the Act of March 3, 1879. Additional entry at New York, N. Y. Copyright, 1938, Time Inc. Spiral Binding U. S. Pat. Nos. 1516932 and 1942026. Other Patents Pending.

VOLUME 69
Number 1

of annual-contributions contracts to $28 million per year will, however, put the USHA in a position to earmark enough funds in 1938 to make next year's actual loans much larger than this year's. Such was the gist of the theory presented in the amendments' hearings before the House Committee on Banking and Currency during which USHAdministrator Nathan Straus was continually "on the mat."

Also brought out in these hearings was Straus' belief that the USHA was asking too much of local authorities in requesting them to ante 10 per cent of a project's development cost. Pointed out was the fact that every $5 of Federal subsidy must be matched with a $1 local subsidy and further that in actual experience (the first nine contracts approved) local subsidies, which consist largely of tax exemption, amounted to 61.9 per cent of Federal grants. So, Straus stumped for removal of the local authorities' 10 per cent share of the development cost, which would have allowed the USHA to grant 100 per cent loans. The House amended the bill to that effect, the Senate modified the House amendment, the Conference Committee killed it, and then the bill was passed. Thus, local authorities under the amended USHA must still chip in 10 per cent.

RURAL SLUMS. If ramshackle housing, lack of proper sanitation and insufficient incomes make for slum conditions, then one-third of the U. S. farm population is living in slums. But, besides substantiating President Roosevelt's one-third-of-the-nation ratio, the Department of Agriculture report entitled "Disadvantaged Classes in American Agriculture" specifically names four geographical sore spots as harboring the bulk of rural slum dwellers: 1) the hill-billy sections of the South, 2) the cotton belt extending from the south Atlantic seaboard into western Texas, 3) northern Arizona and New Mexico and 4) much of northern Michigan, Wisconsin and Minnesota.

Other enlightening facts from the survey:

- More than 500,000 families are farming land so poor that they will starve before they make a living on it.
- Each year some 3,000,000 persons migrate from farms to urban areas and back to farms again in a vain effort to better their living conditions.
- Farm tenant families number 2,865,000, account for a total population of 13,000,000.
- Rural poverty should not be blamed upon Depression, but rather upon falling farm prices, unsound farming practices, mortgage foreclosures, and the rising tide of operating costs and taxes.

The Department of Agriculture report serves to underline the importance of the recently authorized inclusion of farm mortgages in FHA's insurance program.

MODERN MODEL. When Architect Frank Lloyd Wright designed a Usonian type house for Journalist Herbert Jacobs of Madison, Wis., he did not foresee its use as a model house. But such is the case,



At two-bits a head, 400

according to *Ken* magazine, which last month noted that recent publicity of the $5,500 house in other magazines (*Time* and THE FORUM and *Coronet*) had attracted droves of visitors, that Opportunist Jacobs had charged 25 cents a look and had earned enough money to pay off his mortgage.

Informed of the story, Jacobs credited *Ken* with two hits, one error: visitors have been admitted and at 25 cents a head, but receipts were exaggerated by 98 per cent. Commented Journalist Jacobs: "God knows we have had visitors, but not 20,000 of them."

MORTGAGE OUTLET. Since late March the Federal National Mortgage Assn. has been purchasing FHA-insured mortgages on new construction, but has turned up its nose at loans covering existing construction. To provide a market outlet for the latter type of security, therefore, the RFC Mortgage Company last month announced a change in its regulations, informed mortgagees that henceforth it could purchase loans covering properties on which construction was completed even before the National Housing Act was established in 1934.

By virtue of this change in policy, practically all types of FHA-insured mortgages are provided with a market by Government agencies. But, since the Mortgage Company and Mortgage Association (also an RFC affiliate) may not compete with one another, purchases by the Company are limited to those which the Association will not consider. Example: the Company will not buy mortgages covering construction begun on or after January 1, 1936 and insured on or after January 1, 1937. The Association will. Importance of the Company's operations is reflected in the fact that of the net amount of mortgages accepted for insurance through April 30, 1938, $400 million represented existing construction while $650 million represented new homes.

Terms of purchase by the Company are similar to those followed by the Association: price, par and accrued interest; mortgagee's fee, ½ of 1 per cent on the decreasing principal balance if service charge is paid by mortgagor, ¾ of 1 per cent if this charge is paid by mortgagee.

HOUSING LABOR. In past issues THE FORUM has suggested that one of the biggest pushes that could be given the slow-moving USHA program should come from Labor. First step in this direction was outlined last month when AFL Building and Trades Councils in four cities lined up behind a two-point agreement outlawing wage increases and stoppage of work during construction of projects. (ARCH. FORUM, June 1938, p. 2).

By mid-June this list had expanded to 23. And, when Labor realizes that ten of these 23 cities have obtained USHA loan contracts, many other local Building and Trades Councils will likely discard their high horses in favor of the housing bandwagon.

EARNINGS. Of the ten building material and equipment companies who issued first quarter reports last month, only four made money. Allis-Chalmers alone could boast of its record—a paltry $100,000 behind last year's and best on the list. Other money-makers, including Anaconda Copper, showed earnings that were from 15 to 30 per cent of those of the initial 1937 quarter.

Quarter ending March 31	1938	1937
Allegheny Steel ...	194,394*	551,054
Allis-Chalmers Mfg.	1,403,649	1,504,897
Anaconda Copper .	2,385,516	8,537,100
Briggs Mfg.	317,006	2,474,899
Detroit Steel	48,806*	211,149
Formica Insulation	11,965*	41,178
Holland Furnace .	196,412*	176,864*
Reliance Mfg. ...	175,377*	190,742
Reynolds Metals† .	157,603	542,568
Thompson-Starrett	197,088*	275,269*

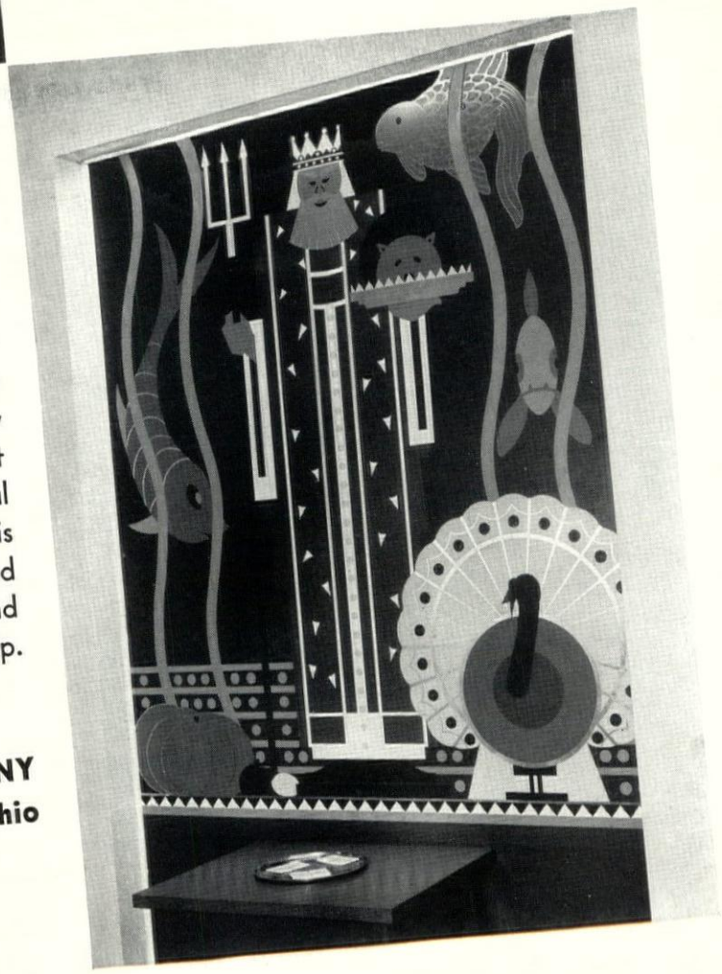
† = quarter ending April 2.
* = Net loss.

There is INDIVIDUALITY *in*

FORMICA INLAYS

★





There is no necessity for sameness or monotony in wall covering installations worked out in Formica. The great variety of colors available and the possibility of working out characteristic decorations by inlaying one color over another, or inlaying metal permits every job to be quite individual. This great flexibility naturally is pleasing to the designer or architect who aims at something different . . . The material is also thoroughly durable and practical. It is hard and will wear; it is chemically inert and will not be spotted by ordinary liquids and cleaning solutions, and it will not crack or chip.

Let us send you all the facts

THE FORMICA INSULATION COMPANY
4620 Spring Grove Ave., Cincinnati, Ohio

FORMICA

FOR BUILDING PURPOSES

AIR CONDITIONING

AUDITORIUM

Announces

ROYALTY RATES
Reduced again

By reason of greatly increased use and acceptance of

AUDITORIUM

AIR CONDITIONING SYSTEMS

Both Central Station and Unit

Auditorium is now able to announce another notable reduction in royalty rates effective June 10, 1938. This reduction closely follows those of 1936 and 1937 and clearly reflects the increased use of these proven systems.

There is no longer any reason why installers of air conditioning systems may not offer their clients the system best suited for their particular conditions and one which can be economically operated.

These installers may, for a small sum, secure the privilege of using any or all Auditorium Patents.

Fill out the coupon below and mail at once.

AUDITORIUM CONDITIONING CORPORATION—17 East 42nd St., N. Y. C.

Please send me by return mail a description of your NEW Plan

Name and Title_____

Firm Name_____

Address_____

AUDITORIUM CONDITIONING CORPORATION

17 EAST 42nd STREET • NEW YORK

AUDITORIUM CENTRAL STATION AIR CONDITIONING UNIT TYPE SYSTEMS

Licensees

American Blower Corporation, Detroit, Michigan
Buffalo Forge Company, Buffalo, New York
Carrier Corporation, Syracuse, N. Y.
Clarage Fan Company, Kalamazoo, Michigan
Frick Company, Waynesboro, Pa.
General Electric Co., Schenectady, N. Y.
J. O. Ross Engineering Corporation, New York, N. Y.
B. F. Sturtevant Co., Hyde Park, Boston, Mass.
Westinghouse Electric & Manufacturing Company - - - East Pittsburgh, Pa.
York Ice Machinery Corp., York, Pa.



ONE INC

THICKNE

Usually does the

KIMSUL* strikes a happy balance betwe thickness of insulation needed in the w most homes . . . and the thickness that pay biggest returns in comfort and fuel saving dollar of cost. For one inch of Kimsul will narily stop the biggest share of the heat would be wasted through an uninsulated

KIMSUL

REG. U. S. & CAN. PAT. OFF.

Expanding Blanke

INSULATION

Because one inch is usually all that is required and *provides the most protection per dollar of cost,* Kimsul is made in blankets one inch thick. No need to use more than is required to do the job . . . yet when special circumstances demand extra protection it is simple to use two or more blankets.

EXPANDABILITY . . . an Important NEW Development in Insulation

Kimsul blankets are made in twenty-inch lengths, expandable, at time of installing, to from eight feet to nearly ten feet, as shown in the photographs at the left. This greatly speeds up and lowers the cost of installing. Due to the compressed form in which the blankets are shipped, this unusual feature also reduces shipping, storing and handling costs. Furthermore, each blanket of Kimsul is the right width to fit snugly between standard studs and expands to provide a continuous unbroken one-inch thick blanket the full length of the opening. Hence, cutting and fitting are reduced to a minimum . . . a further saving.

GET THE FACTS REGARDING KIMSUL TODAY

KIMBERLY-CLARK CORPORATION (Kimsul Division), Neenah, Wis.
Established 1872
NEW YORK, 122 East 42nd Street • CHICAGO, 8 South Michigan Avenue

Mail me, without obligation, copy of booklet describing Kimsul, also a full sized sample.

Name _____ AF7

Address _____

City _____ State _____

See that the insulation you choose meets all these requirements

1 EFFICIENCY: ("K" factor .27) Kimsul is made of wood fibres whose natural high resistance to heat is increased by interweaving, creping, and laminating.

2 FLEXIBILITY: Pliant as cloth, Kimsul can be tucked snugly into odd spaces, around windows, electric wires, etc.

3 PERMANENCE: Processed with asphalt and non-toxic chemicals, Kimsul is highly resistant to fire, vermin and moisture.

4 NON-SETTLING: Kimsul stays put. It will not shred, sift, nor pack down . . . is unaffected by settling of walls, or vibrations.

5 LIGHTNESS: 1,000 square feet of Kimsul weigh only 131.5 pounds. It adds practically no structural load to a house.

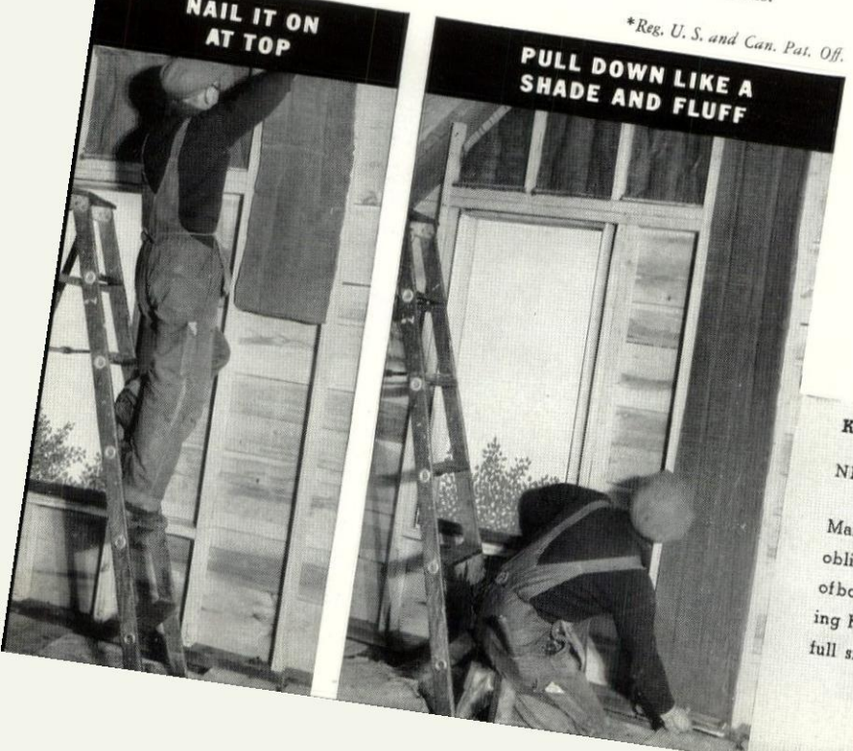
6 PROPER THICKNESS: Kimsul's one-inch thickness provides maximum returns in comfort and fuel savings for the money invested.

7 NO WASTE: Every square inch can be used. Odd pieces can be employed as caulking.

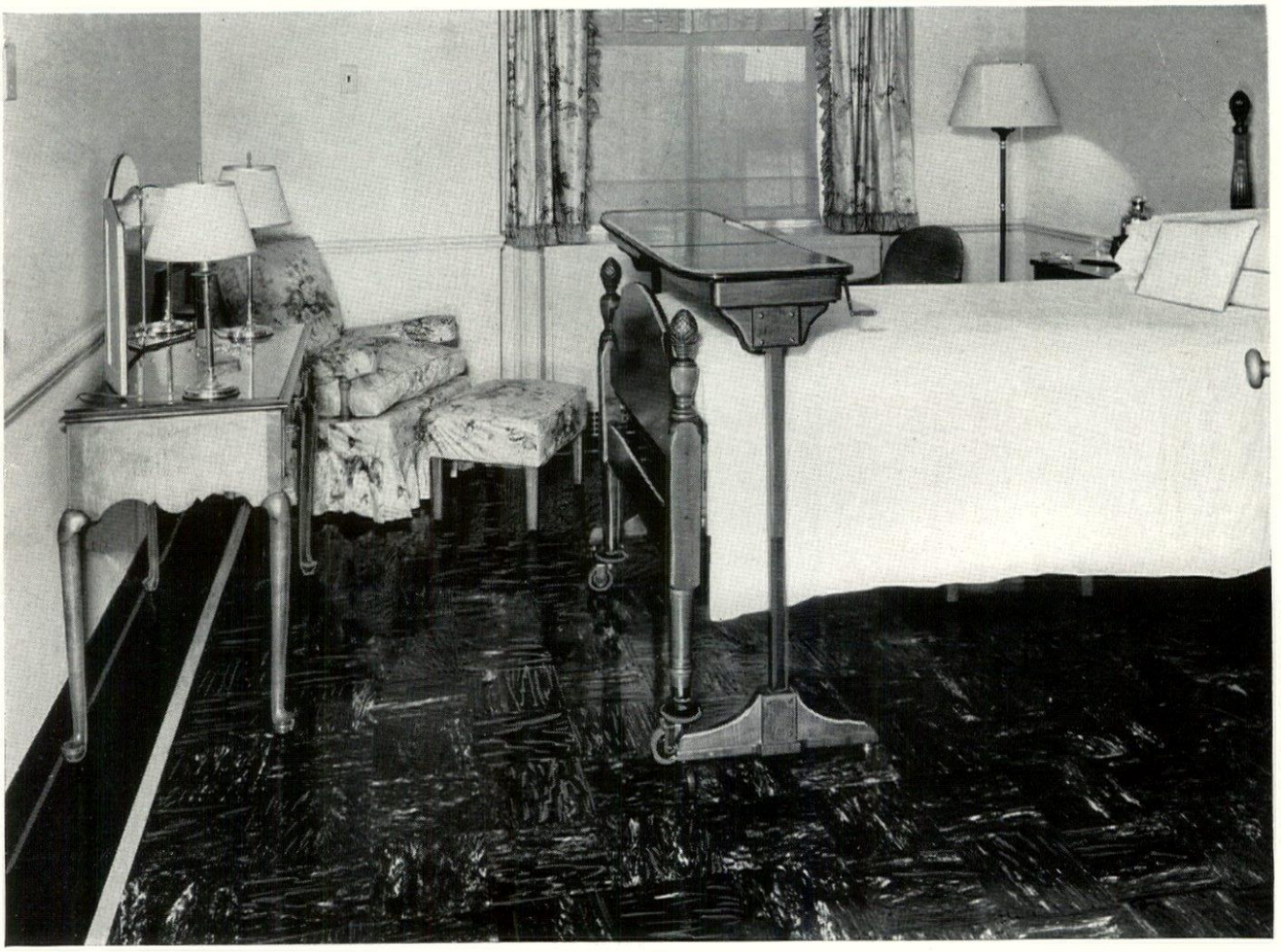
8 EASE OF HANDLING AND INSTALLING: Kimsul is extremely light and is made the right width to fit between studs . . . no cutting or fitting needed.

9 EXPANDABILITY: An important Kimsul feature which speeds up work and reduces installation, storage and transportation costs.

**Reg. U. S. and Can. Pat. Off.*



Homelike—and extra quiet, too



PRESBYTERIAN HOSPITAL OF NEW YORK USES FLOORS OF ARMSTRONG-STEDMAN RUBBER TILE

PATIENTS like a private room that is homelike. You can make your rooms more livable with quiet, colorful floors of Armstrong-Stedman Reinforced Rubber Tile—just as New York's famous Presbyterian Hospital has done.

These floors of resilient reinforced rubber tend to cushion shocks and reduce noise.

There is beauty in the fifty-four plain, marble, paisley, and two-tone colors of Armstrong-Stedman Rubber Tile . . . beauty that is long-lasting. Scuffing feet and scraping furniture do not destroy the freshness of these floors, because the rich, clear colors run through the full thickness of the material.

You get extra wear from Armstrong-Stedman Rubber Tile. It is reinforced with strong but invisible fibres that resist denting, abrasion, and crazing. Maintenance is no problem. Daily sweeping and occasional washing and waxing preserve the rich gloss finish indefinitely.

Armstrong-Stedman Reinforced Rubber Tile can be quickly installed over your old floors. Write now for a copy of color-illustrated "New Beauty and Comfort in Floors." Armstrong Cork Products Company, Building Materials Division, 1204 State St., Lancaster, Pa.

THIS PRIVATE ROOM *in the Harkness Pavilion of New York's Presbyterian Hospital is comfortable and homelike. The floor is made of black white blocks of Armstrong-Stedman Reinforced Rubber Tile with a narrow feature strip. Architect: James Gamble Rogers.*

~ ~ ~

For hospitals, Armstrong manufactures the only complete line of resilient floors—Rubber Tile, Cork Tile, Linotile (Oil-Bonded), Asphalt Tile, and Linoleum. Therefore, our Architectural Service Bureau can offer unbiased advice on all types.

RUBBER TILE • LINOTILE (OIL-BONDED) • ASPHALT TILE

Armstrong's LINOLEUM *and* RESILIENT, NON-CERAMIC TILES

CORK TILE • LINOWALL • ACOUSTICAL CEILINGS

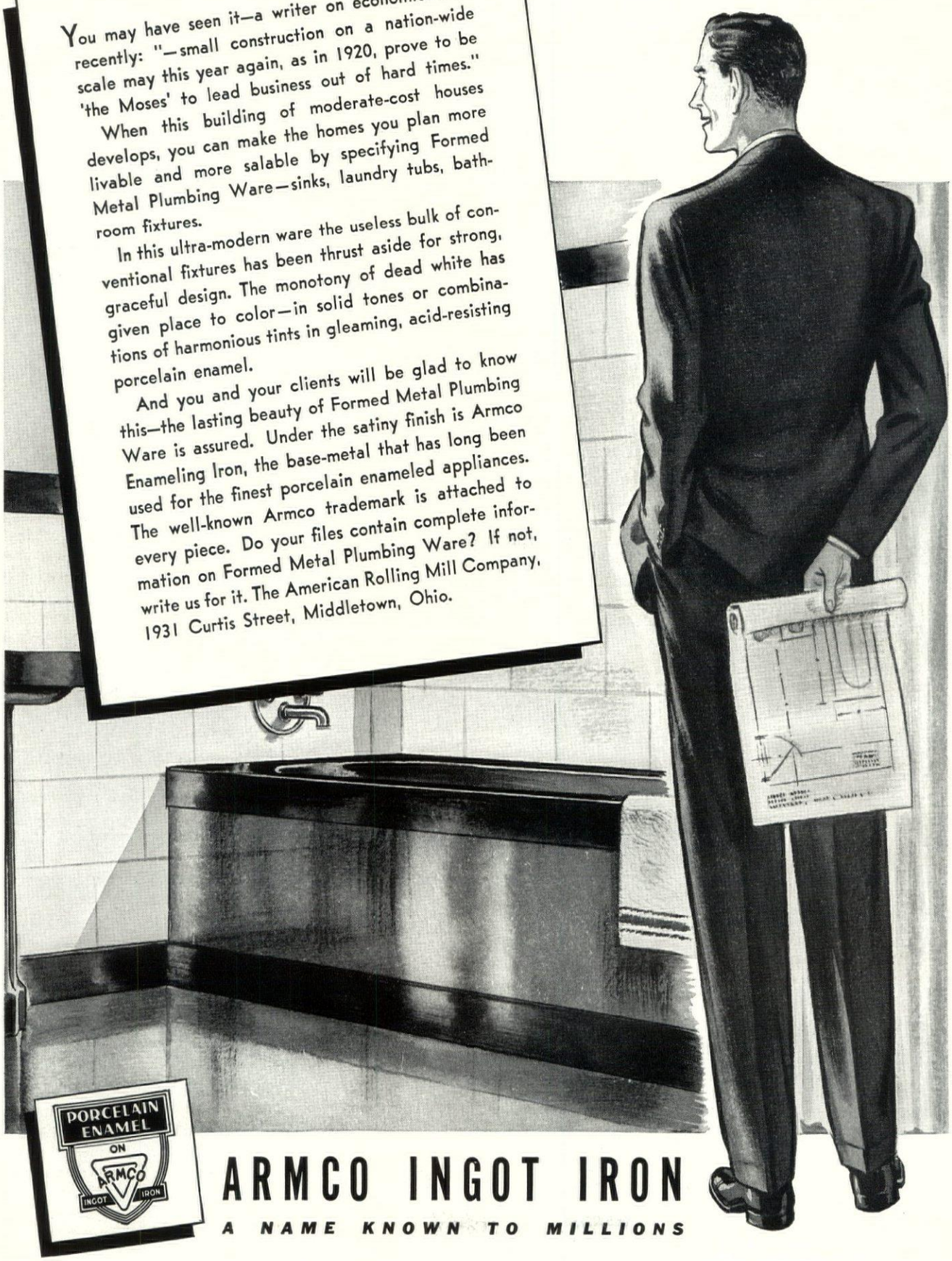
BEAUTY THAT MEETS THE BUDGET

You may have seen it—a writer on economics said recently: "—small construction on a nation-wide scale may this year again, as in 1920, prove to be 'the Moses' to lead business out of hard times."

When this building of moderate-cost houses develops, you can make the homes you plan more livable and more salable by specifying Formed Metal Plumbing Ware—sinks, laundry tubs, bathroom fixtures.

In this ultra-modern ware the useless bulk of conventional fixtures has been thrust aside for strong, graceful design. The monotony of dead white has given place to color—in solid tones or combinations of harmonious tints in gleaming, acid-resisting porcelain enamel.

And you and your clients will be glad to know this—the lasting beauty of Formed Metal Plumbing Ware is assured. Under the satiny finish is Armco Enameling Iron, the base-metal that has long been used for the finest porcelain enameled appliances. The well-known Armco trademark is attached to every piece. Do your files contain complete information on Formed Metal Plumbing Ware? If not, write us for it. The American Rolling Mill Company, 1931 Curtis Street, Middletown, Ohio.

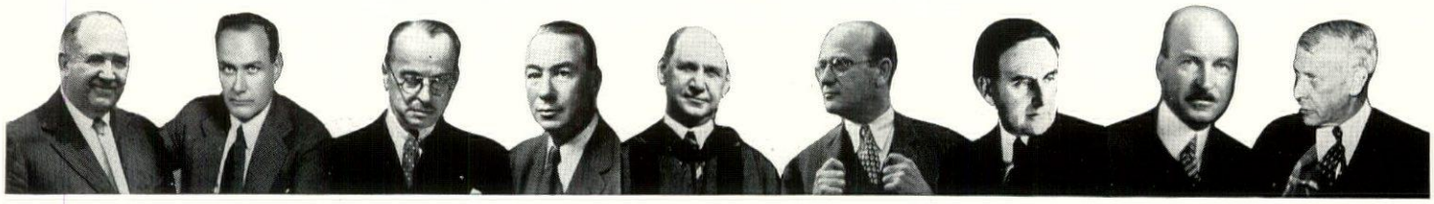


PORCELAIN ENAMEL ON ARMCO INGOT IRON

ARMCO INGOT IRON

A NAME KNOWN TO MILLIONS

FORUM OF EVENTS



These nine old men of architecture will judge competitions for U. S. Government buildings: Bruce, Clarke, Cret, Embury, Klauder, Maher, Neutra, Shepley and Professional Adviser Simon.

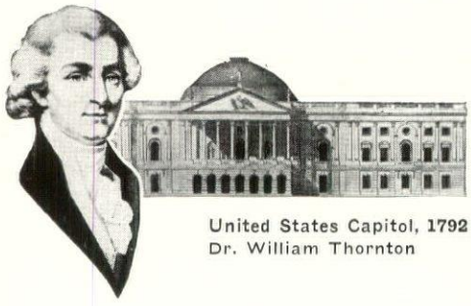
MR. MORGENTHAU INVITES...

(Adv.) A PREMIUM

of a lot in the city to be designated by impartial judges, and $500, or a medal of that value, at the option of the party, will be given by the Commissioners of Federal Building to persons who, before the 15th day of July, 1792, shall produce them the most approved plan, if adopted by them, for a Capitol to be erected in the City, and $250 or a medal for the plan deemed next in merit to the one they shall adopt . . .

Thos. Johnson, Dd. Stuart, Danl. Carroll, Commissioners

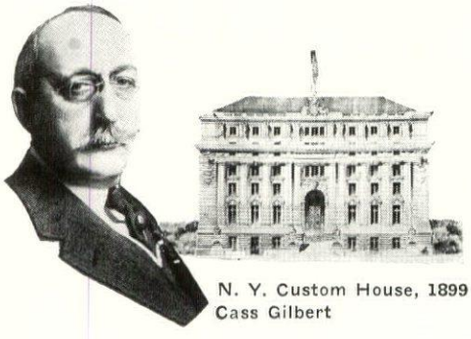
FAMOUS COMPETITIONS AND THEIR WINNERS



United States Capitol, 1792
Dr. William Thornton



Washington Monument, 1836
Robert Mills



N. Y. Custom House, 1899
Cass Gilbert

Thus did the Federal Building Commission inaugurate the first architectural competition in this country for the design of a Government building. By this and later competitions were Thornton, Hoban, Mills and others "discovered," given the opportunity of long lives of service. The design of those early Government buildings set standards not since surpassed, rarely equaled.

Not forever was the competitive method to prevail. By Act, approved in March 1864, the appointment of a supervising architect in the construction branch of the Treasury Department was authorized, "the same to be employed and continued only during the rebellion (Civil War) and for one year after its close." After this period the office was recognized as permanent and a regular annual appropriation made.

At first a designer, the Supervising Architect rapidly became an administrator; all Government work was absorbed, competitions stopped. This system prevailed until the Tarsney Act of 1893 authorizing the Secretary of the Treasury in his discretion to obtain plans for the erection of public buildings by competition. Revived hopes were short lived. Charges of "trust" prices for the expensive character of Government work caused repeal of the Act in 1912.

Came the New Deal and a vast public works program. Hopes were again revived but action checkmated. Meanwhile, the Treasury Department by means of competitions attempted to bring new freshness and vigor into paintings and sculpture for Federal buildings. Results proving satisfactory, Secretary of the Treasury Morgenthau surprised even the most enthusiastic competition backers with the announcement last month: "The Treasury Department will award $1,000 each for ten designs for small Post Office buildings costing approximately $50,000 each. For somewhat more experienced architects we are offering $9,000 for designs, consulting work and other services for a $450,000 Post Office and Court House building at Covington, Kentucky. Working drawings and specifications will be prepared in the office of the Supervising Architect."



International News

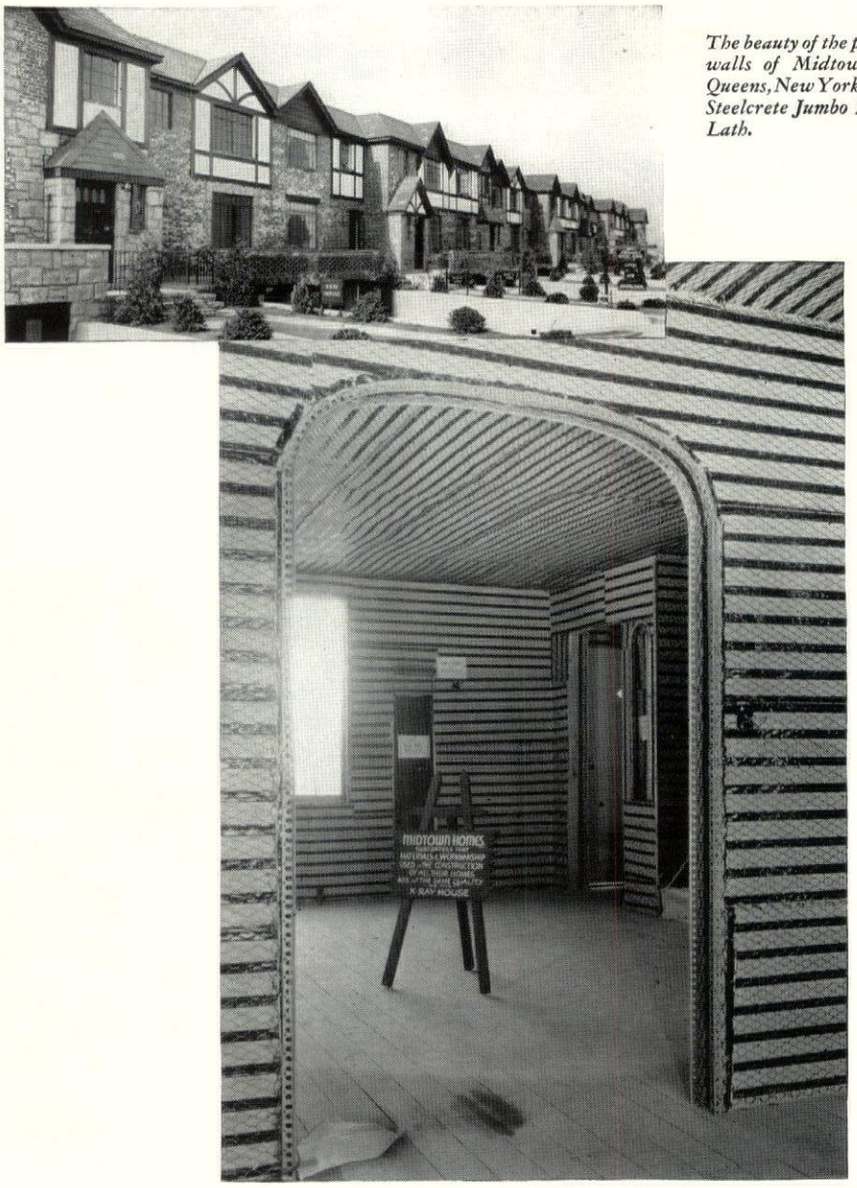
SECRETARY OF THE TREASURY HENRY MORGENTHAU: "It has long been difficult for the young architect without a large staff to participate equitably in any but theoretical competitions. The Government and the general public have been well satisfied with the results of the Procurement Division's competitions for painting and sculpture. In many of these undertakings, unrecognized artists of genuine talent have been discovered. After a thorough study we have now been able to adopt our technique for competitions to include designs for Federal buildings. Should these two competitions prove successful, we hope to extend this method to larger buildings in the Government's construction program and ultimately to use it for all Federal building design."

ARTHUR LOOMIS HARMON: "Competitions enrich the profession and foster it as an art. Their use is a declaration that the right solution of a building problem is more than the proper answer to questions of economy, efficiency, organization and administration. They ask also that these be combined with imagination and animated with beauty."

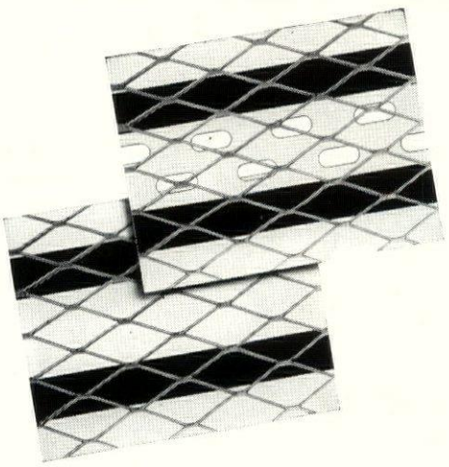
HENRY S. CHURCHILL: "The action of the Treasury Department is a great step forward, both for the quality of public architecture and the standing of the profession. The next essential step is to continue such programs on a *regional* basis; and then to establish competitions in which painting and sculpture will be included and will be integral parts of the program."

EDGAR I. WILLIAMS: "The competitions recognize the fairness of this method of selection. It should help to increase the public interest in our national architecture; it will hearten many an ambitious young architect; it is in line with the competitive struggle that has done well by America up to now."

(Continued on page 12)



The beauty of the plastered interior walls of Midtown Homes, Inc., Queens, New York is protected with Steelcrete Jumbo Expanded Metal Lath.



Steelcrete Jumbo Lath is made of 22-gauge sheets, expanded with large diamond openings—approximately 1 inch by 2 inch—with waterproof paper or Kraft paper backing. It is made in two styles—perforated (as shown at top) for tying on, or unperforated for nail on work. Each sheet 27 inches by 96 inches. 10 sheets per bundle of 20 square yards.

FIRE SAFE LOW-COST CONSTRUCTION

● Steelcrete Jumbo Expanded Metal Lath costs no more than plastering bases which lack its rigidity, fire safety and superior plaster keying qualities. Its economy makes Jumbo Lath practical for apartments and residences. It can be easily formed to any architectural shape such as in arched ceilings and doorways. Its paper backing eliminates *plaster waste* and deadens sound. Of heavy gauge steel, it will not warp and cause shrinkage cracks in the plaster. Complete facts upon request.

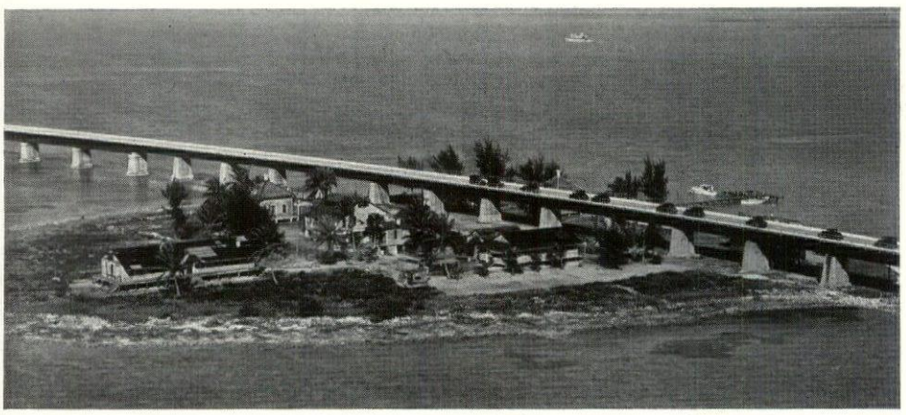
THE CONSOLIDATED EXPANDED METAL COMPANIES
WHEELING, WEST VIRGINIA

Branch Offices and Warehouses: **NEW YORK • CHICAGO • CINCINNATI • CLEVELAND PITTSBURGH • PHILADELPHIA • BOSTON • BUFFALO • HOUSTON • ATLANTA**
Export Offices: **330 WEST 42ND ST., NEW YORK, N. Y.**

Steelcrete

JUMBO
Expanded Metal
LATH

(Continued from page 10)



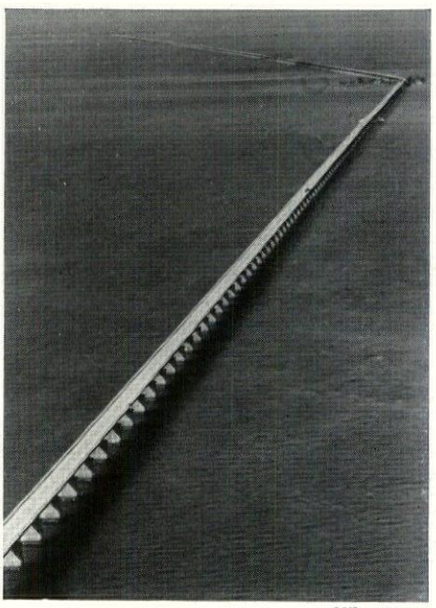


WAR AND PEACE won the sixth Lindsey Morris Memorial Prize of $300 for New York Sculptor Chester Beach. Inscribed "In Peace Sons Bury Their Fathers" and "In War the Fathers Bury Their Sons," the prize-winning bronze medal was selected at National Sculpture Society's annual bas-relief exhibition at New York's Architectural League.

DIXIE'S END

Its starting point at Calais, Me., approximately 2100 miles away, the last 175 miles of U. S. 1 were formally dedicated July Fourth, Key West once more connected by land to continental America. Over the roadbed of Florida East Coast Railway moved not steam trains but gasoline driven automobiles. Steel beams had replaced wooden railroad ties, concrete slabs steel rails.

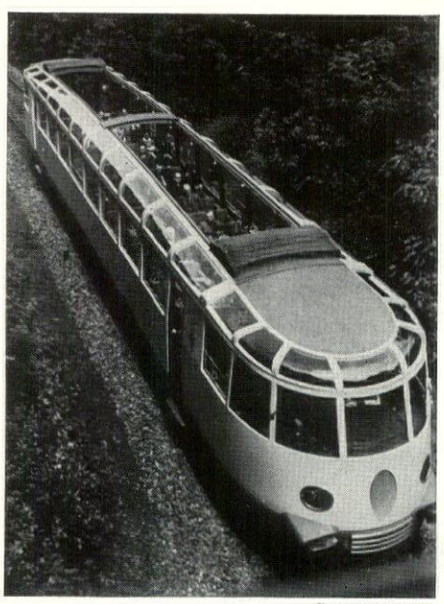
The new Overseas Highway boasts a seven-mile bridge, longest in the world over water, one of eleven which cover eighty miles in all. Aware of the suddenness and fury of previous hurricanes, FERA and the Red Cross have built concrete storm shelters along the exposed $3,600,000 PWA project, supplied each with emergency fresh water.



Milton Photos

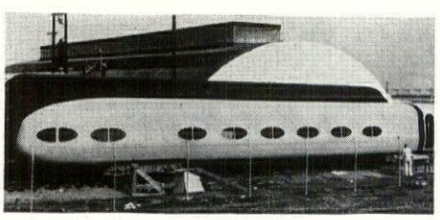


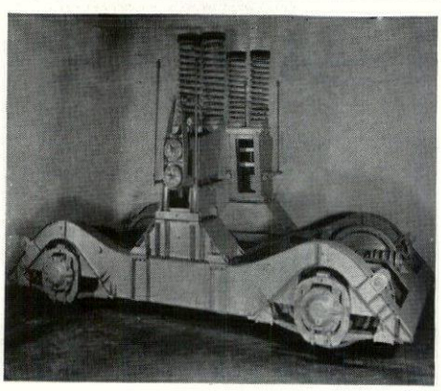
UNITY (left) won the year's biggest sculpture prize for Harry Poole Camden of Parkersburg, W. Va. Winner of the Federal Government's $10,000 competition for two statues to adorn the Federal Building at New York's World's Fair, Mr. Camden received $5,000 for "Unity," was commissioned to execute another symbolizing "Peace" for an additional $5,000. "Lincoln" (right) won special commendation for New York Sculptor Louis Slobodkin.



German Railways

A FAR CRY from the "rubber-necks" of former days, this new long distance sight-seeing train with the collapsible top permits views in all directions, is one of a fleet now in operation in Germany.





Globe

HUNG from raised springs, principles of monorail travel are incorporated in this "pendulum" type car built for the Atchison, Topeka & Santa Fe R. R. Vibration is overcome, side sway permitted.



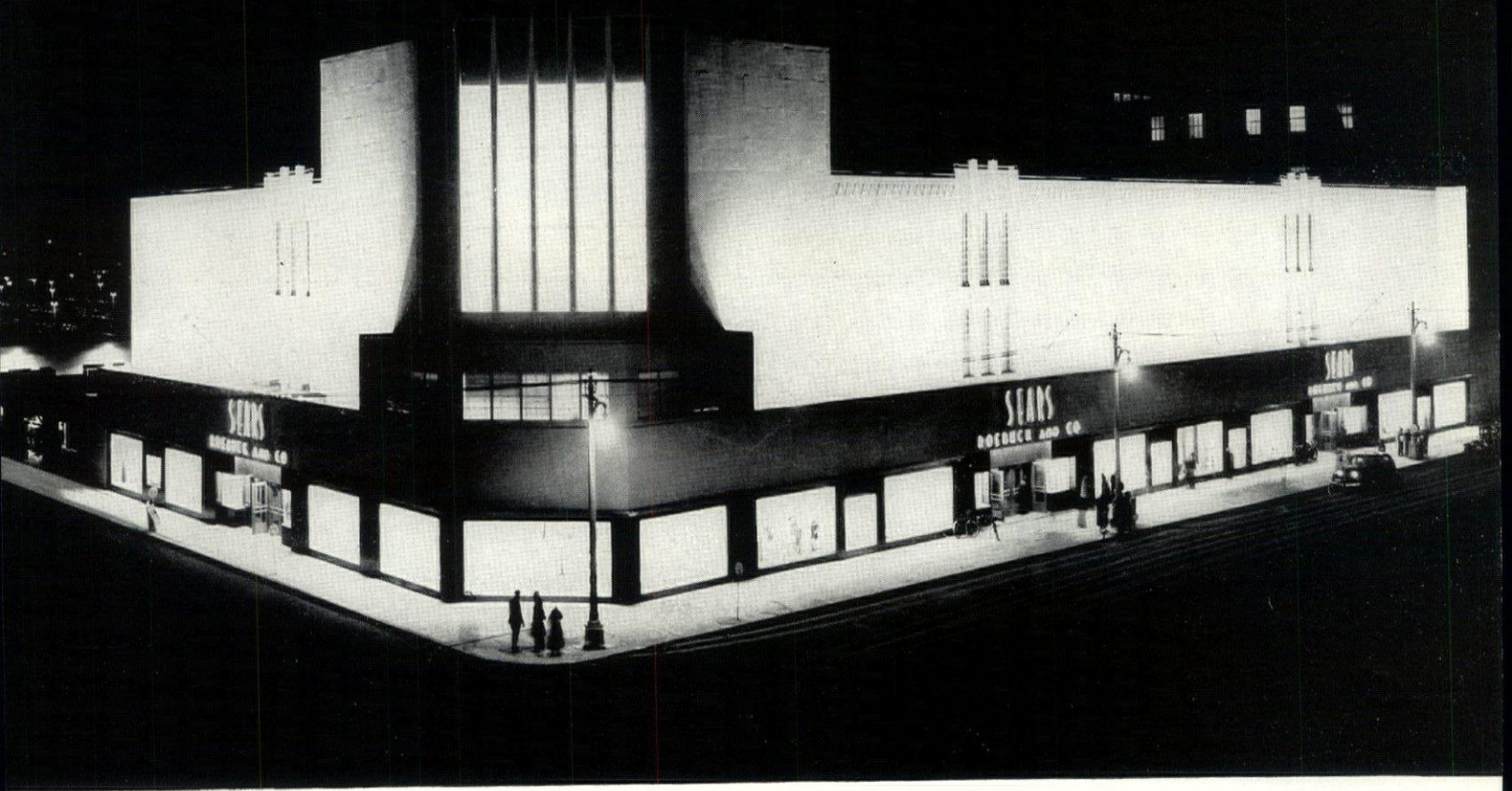
WPA Federal Art Project

CIRCUS by Painter Louis Schanker was part of Federal Art Project's exhibit Murals for the Community, will soon hang in the children's dining room of Neponsit Beach Hospital, New York, N. Y.

(Continued on page 14)

How to get more for your money...

Build with Concrete



Sears, Roebuck and Company's new building at Highland Park, Michigan. Nimmons, Carr & Wright of Chicago were the architects; Patterson Engineering Co., Detroit, contractors. Other Architectural Concrete buildings for Sears are under construction or have recently been completed at Baltimore, Chicago, and Glendale, California.

WHY are hundreds of stores, theaters, factories, warehouses, offices and other business buildings being built of Architectural Concrete? The reasons are both simple and compelling.

With concrete, your building can achieve distinctive good looks at low cost because structural and architectural functions are combined in one economical material. Walls and ornament, frame and floors are cast as a firesafe, storm-proof, enduring unit. Maintenance costs are a minimum.

Ask your architect or engineer to show you how concrete can be used efficiently for the building you have in mind. There are no limitations on the size, style or type of structure. Ask one of our engineers to call, or write for booklet just off the press, *"The NEW Beauty in Walls of Architectural Concrete"*—showing photos of splendid buildings, interesting details and characteristic textures.

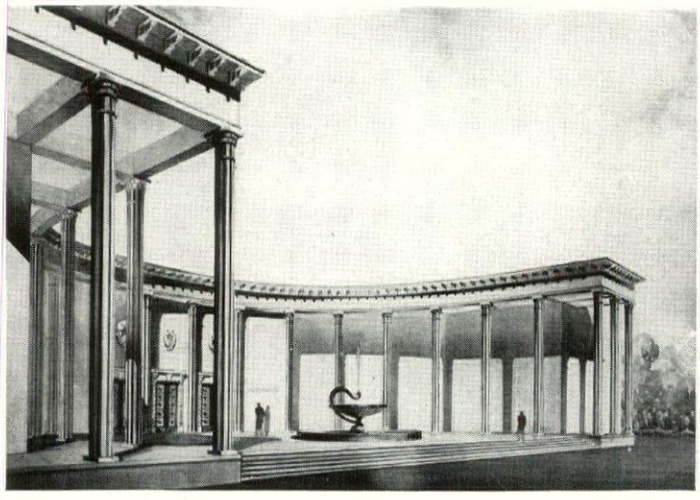
(*This Association does not furnish plans or designs; that is the function of the architect or engineer, whom we are glad to assist when requested.*)

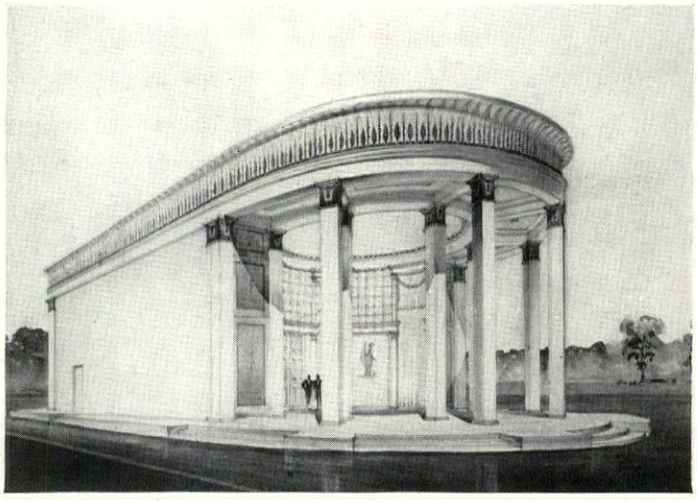
PORTLAND CEMENT ASSOCIATION
Dept. A7-7, 33 West Grand Avenue, Chicago, Ill.
A National Organization to Improve and Extend the Uses of Concrete

Architectural Concrete

. . . architectural and structural functions combined in one firesafe, enduring material

(Continued from page 12)

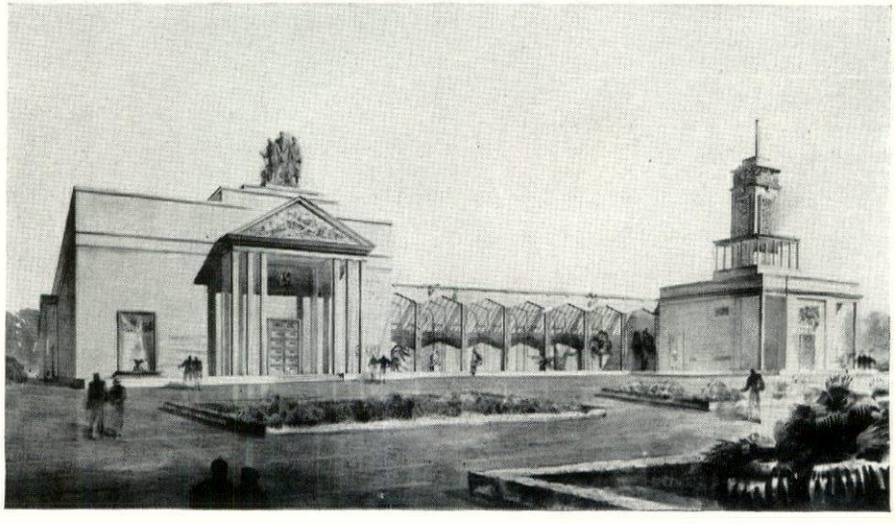


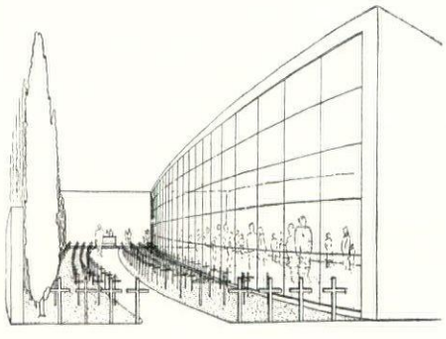


U.S.S.R. FAIR—1938

NEITHER a "Golden Gate Fantasy" nor a "World of Tomorrow," Moscow's All-Union Agricultural Exposition draws its inspiration from glories of the past, paradoxical propaganda of the cultural advancement of its peoples engaged in agriculture. Exhibits, which include hybrids of zebras and donkeys, roosters and peacocks, wild deer and mountain goats, will be housed in over 100 pavilions, cover 350 acres, open August 1.

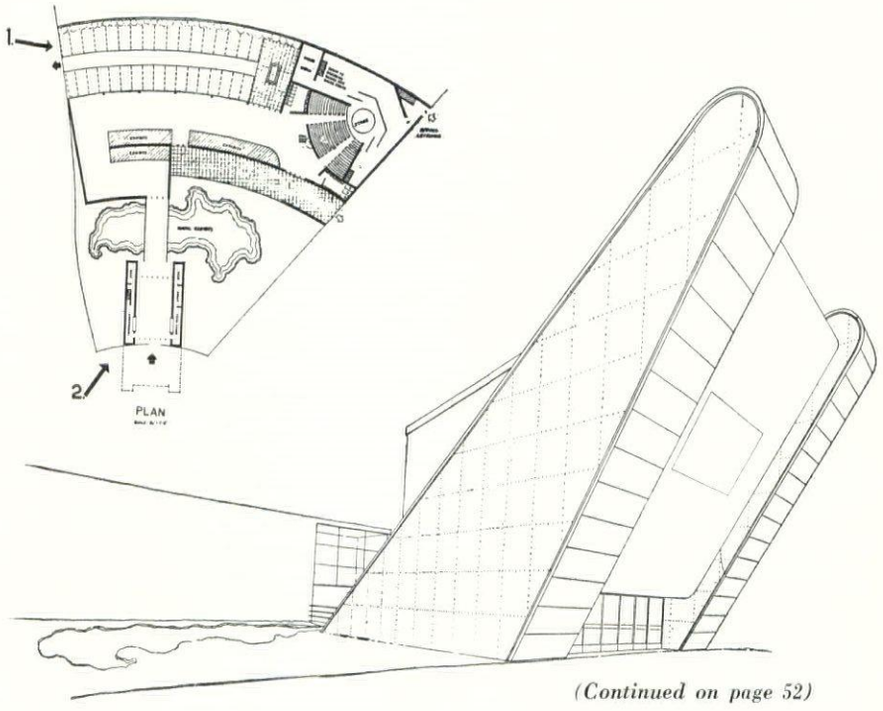
Unlike Italy, Soviet Russia's "liberal" government does not sponsor "liberal" architecture for its citizens.





PAVILION PROJECT

REQUIRED to design a pavilion for the World's Fair, New York University Student J. H. Callender selected the armaments industry, jibed in his program: ". . . the authorities appear to have overlooked one of the biggest and most powerful of all." More serious was the requirement: "Suitable landscaping of the plot," ominously handled at the rear of the pavilion.



2

(Continued on page 52)

How you get 4 Major Advantages from ONE Medium



PC Glass Blocks bring New Versatility to Building Design

PC GLASS BLOCKS open new vistas of design possibilities. For here, in a single material, are included four major contributions to better buildings.

The first is generous light transmission, making building interiors better lighted, more cheerful, more livable. PC Glass Blocks transmit 78% of the light incident on them, and diffuse that light in pleasant fashion.

The second is better heat insulation. A panel of PC Glass Blocks permits only one-half the heat loss of a similar area glazed in the usual fashion with ordinary glass. This results in lower heating costs.

The third is the reduction of noise. PC Glass Block panels effectively insulate against sound.

And the fourth is improved appearance. PC Glass Blocks, in the Decora or Argus pattern, enhance the good looks of a building, both outside and in, by presenting bright, crystaline surfaces of unusual attractiveness.

In addition to these four major advantages, PC Blocks are water- and weather-proof, are easy to clean, easy to install, and may be used with equal effectiveness in almost any type of structure from the factory to the theatre, from the skyscraper to the home.

We urge you to send for our free booklet which contains helpful data about PC Blocks as well as numerous interesting photographs of glass block installations both here and abroad. Merely sign and mail the coupon. And should you desire information concerning the application of structural glass to building construction, the Pittsburgh Corning Corporation will gladly supply it upon request. PC Glass Blocks are manufactured by Pittsburgh Corning Corporation.

Distributed by

PITTSBURGH PLATE GLASS COMPANY

and by W. P. Fuller & Co. on the Pacific Coast

PITTSBURGH PC CORNING Glass Blocks

Pittsburgh Corning Corporation,
2307A Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your new book of facts about PC Glass Blocks entitled "The Glass Age Arrives."

Name_____

Street_____

City_____ State_____

ALBERT KAHN



Albert Kahn has for years designed industrial buildings for Ford, General Motors and for a large list of other famed clients throughout the world, has played a leading part in developing the new approach to industrial architecture. His recent work for these clients is presented in the August FORUM.

THE ARCHITECTURAL FORUM announces for August a Reference Number devoted to the new Industrial Architecture of Albert Kahn.

This exclusive presentation includes detailed photographic studies by Kenneth Hedrich and Robert Damora. For the first time many of the methods originated and perfected by Albert Kahn are publicly disclosed in special data and drawings prepared by the firm's technicians.

THE FORUM will also publish in August the fifteen premiated entries in the Wheaton College Art Center Competition together with the report of the Jury. This competition has recently been compared in importance to the Chicago Tribune Tower competition.

To enter your subscription to include the August FORUM simply fill out and mail the order card enclosed with this issue.

THE ARCHITECTURAL FORUM

Strength-Durability-Beauty

—all three with one cast!



Architectural concrete made with Universal Atlas Cement was used in the Montgomery Ward & Co. building, Menands, N. Y. Original unit designed by the Construction and Equipment Dept. of Montgomery Ward & Co., and constructed by Wells Brothers, Chicago. The addition was both designed and constructed by the Construction and Equipment Dept.

With architectural concrete made with Universal Atlas Cement, concrete structural parts and ornamentation are cast as a unit

INDUSTRIAL construction dresses up! Drabness gives way to striking new beauty—usually at a saving in cost. Architectural concrete makes this possible. With architectural concrete the concrete structural parts and ornamentations are cast as a unit. Thus to the strength, durability and fire safety of concrete is added a new element of beauty which opens interesting new possibilities in the field of construction.

MAIL COUPON which will bring you further facts on this important new development, and examples showing its use. Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South La Salle St., Chicago.

UNIVERSAL ATLAS Cement Co. AC-4
208 South La Salle Street, Chicago, Illinois
Please send me further information on Architectural Concrete.

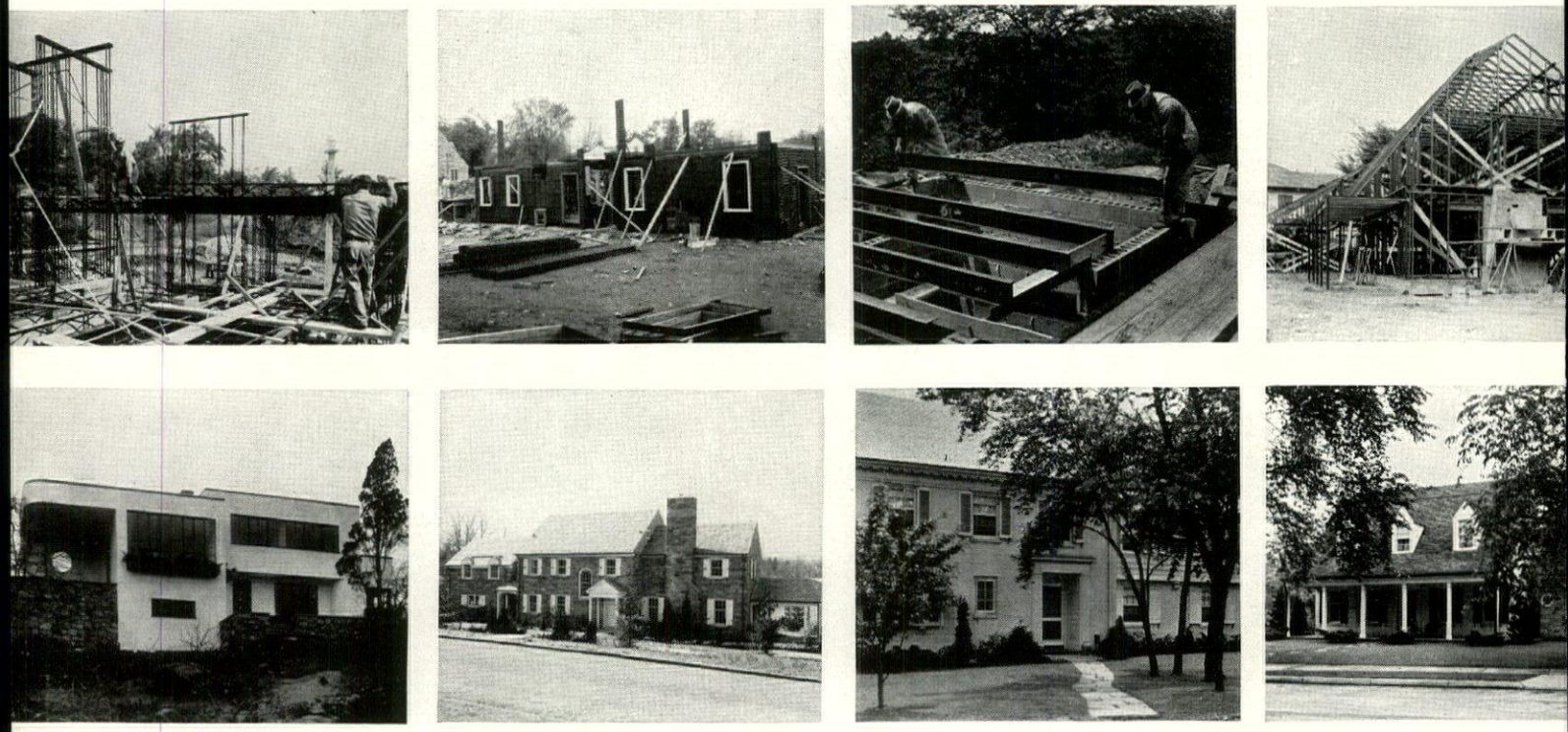
Name.....

Address.....

City..... *State*.....

USS

Universal Atlas
CEMENTS



Typical houses illustrating the variety and adaptability of steel frame house costruction. Upper picture shows framing, lower picture completed job. Left to right: 1) House in Squanton, Mass., Bethlehem Light-Load Frame; 2) house in Rosemont, Pa., Ferrocon construction; 3) house in Pittsburgh, Pa., J & L Junior Beam Floors; 4) house in Grosse Pointe, Mich., Stran-Steel Frame.

STEEL FRAME HOUSES

The commercially practicable steel frame house was long in coming. For fifty years men have been dreaming of houses of steel and building mostly houses of wood. Inspired by the airy grace of other steel structures, and attracted by steel's many advantages, building innovators tried to broaden the use of steel in house construction, but until comparatively recently their efforts were poorly rewarded. Between 1890—when the first steel house in America was built by one Neils Poulson, a Brooklyn ornamental iron worker—and as lately as the end of the last decade, hundreds of experimental houses were erected, but they found few imitators. However ingeniously worked out, this method of building proved always either too costly, too difficult for ordinary workmen and tools, the material too hard to obtain, or for some other reason failed to attract the average home builder.

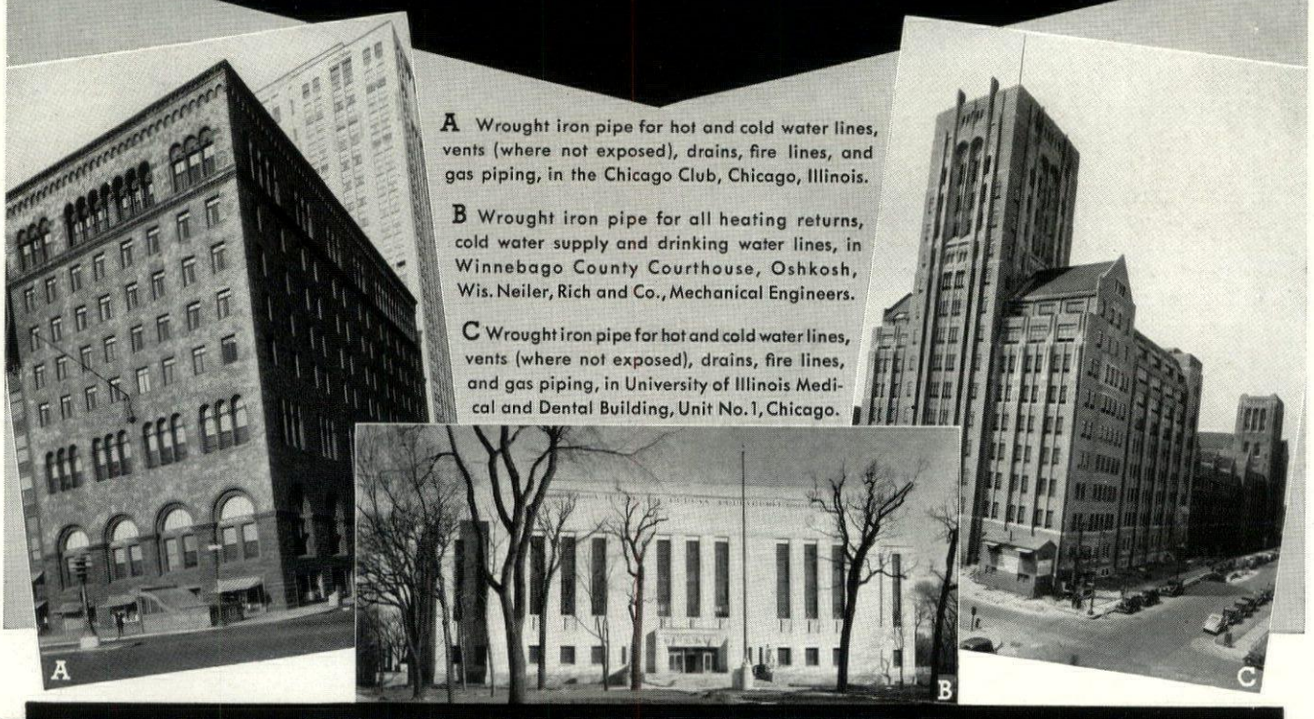
Thus matters stood when Depression-sharpened appetites caused steel manufacturers to cast hungry eyes at the three-billion-dollar home building industry. Despite heretofore limited research facilities, the purely technical problem of the application of steel to housing had already been largely solved. Still very much unsolved, however, were the equally important questions of distribution and sales-promotion: the task of selling and servicing steel house construction.

This was the task undertaken by most of the leading steel companies five or six years ago. To it they brought tremendous facilities and a determination to succeed. In their favor they had a product with manifest superiorities: it was fire safe, shrink proof, termite proof, and permanent. Against them there was the inertia of the building industry, its inordinately low level of activity, its miniscule scale of operations and complicated methods, steel's high relative cost. Their approach lay along two general lines: prefabricated or panel construction and the steel frame house.

Today, with more than 500 panel houses and several thousand steel frame structures built and more going up, these difficulties have definitely been surmounted. Prefabricated panel houses have already been described in THE FORUM's February issue. Less sensational, but currently a greater commercial success are the several systems of steel framing now available almost everywhere. Of these, two—Bethlehem Light-Load Framing and the Stran-Steel Frame—are framing systems only, replacing the wood frame used in ordinary construction. Two more—the Ferrocon system and the Lea Steel Home—verge on the prefabricated panel type. The fifth—the Jones & Laughlin Junior Beam Floor—applies to floors only, makes no provision for framing sidewalls. All are somewhat more costly than ordinary wood

(Continued on page 20)

"CORROSION STUDY" Correctly Chooses Places for WROUGHT IRON



A Wrought iron pipe for hot and cold water lines, vents (where not exposed), drains, fire lines, and gas piping, in the Chicago Club, Chicago, Illinois.

B Wrought iron pipe for all heating returns, cold water supply and drinking water lines, in Winnebago County Courthouse, Oshkosh, Wis. Neiler, Rich and Co., Mechanical Engineers.

C Wrought iron pipe for hot and cold water lines, vents (where not exposed), drains, fire lines, and gas piping, in University of Illinois Medical and Dental Building, Unit No. 1, Chicago.

Examples by GRANGER & BOLLENBACHER, Chicago Architects

● Leading architects and engineers tell us that selecting the right pipe materials is no problem when they use this quick, accurate engineering procedure.

It consists of two simple questions: "What corrosive conditions are likely to be encountered in this structure?"—and "What material has given the best service under similar conditions?" We are helping many of your colleagues answer these questions.

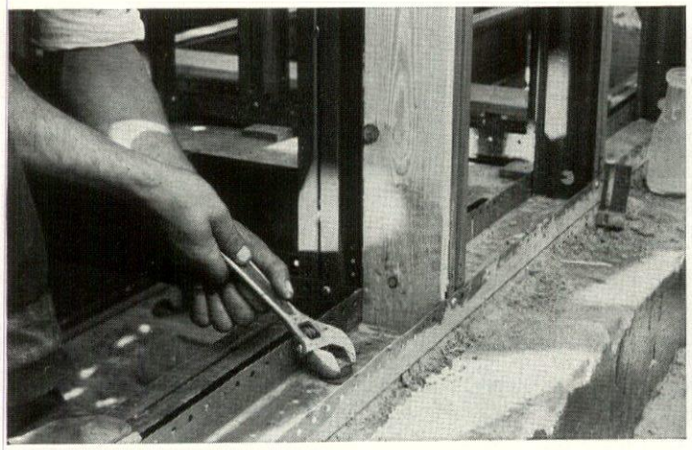
Based on the facts found in this procedure, Granger & Bollenbacher, Chicago Architects, used wrought iron for the services indicated, in the buildings illustrated above.

On which of your active projects can we assist you in making a corrosion study? Tell the location and give a brief description to our Engineering Service Department at Pittsburgh. Also ask for our new, illustrated booklet, "Wrought Iron for Piping Systems," which contains many examples of wrought iron's long life and economy, and other helpful information on pipe selection. A. M. Byers Company. Established 1864. Pittsburgh, Boston, New York, Philadelphia, Washington, Chicago, St. Louis, Houston, Seattle, San Francisco.

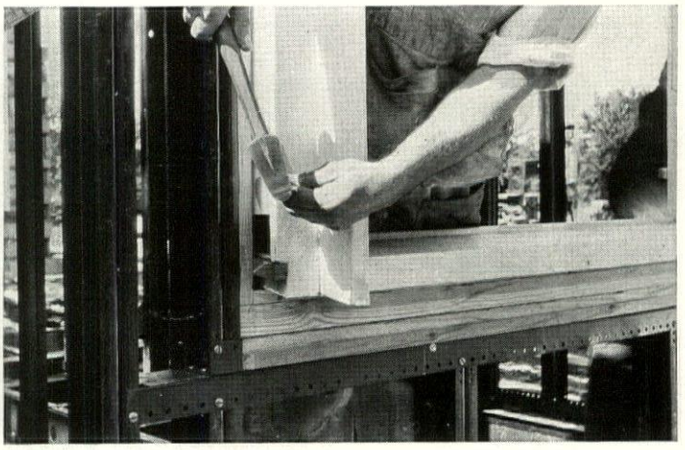
BYERS
GENUINE WROUGHT IRON
Tubular and Flat Rolled Products

Specify Byers Genuine Wrought Iron Pipe for corrosive services and Byers Steel Pipe for your other requirements

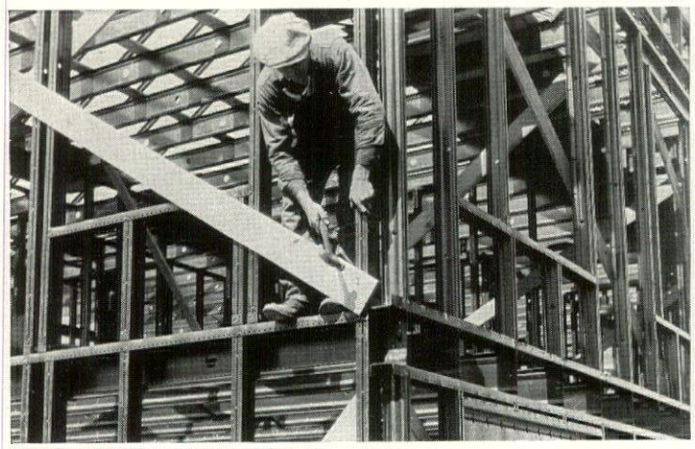
1.



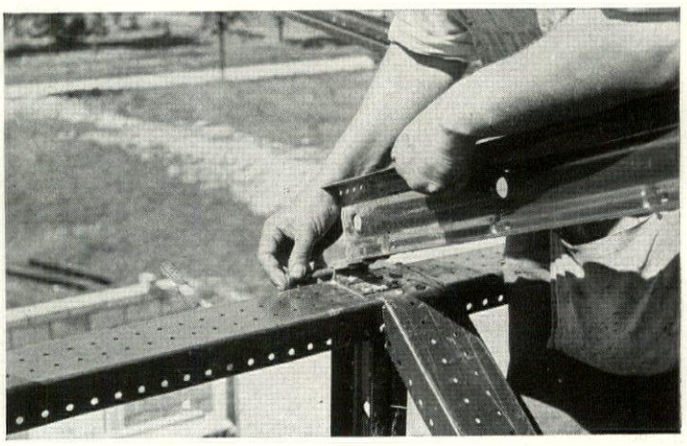
3.



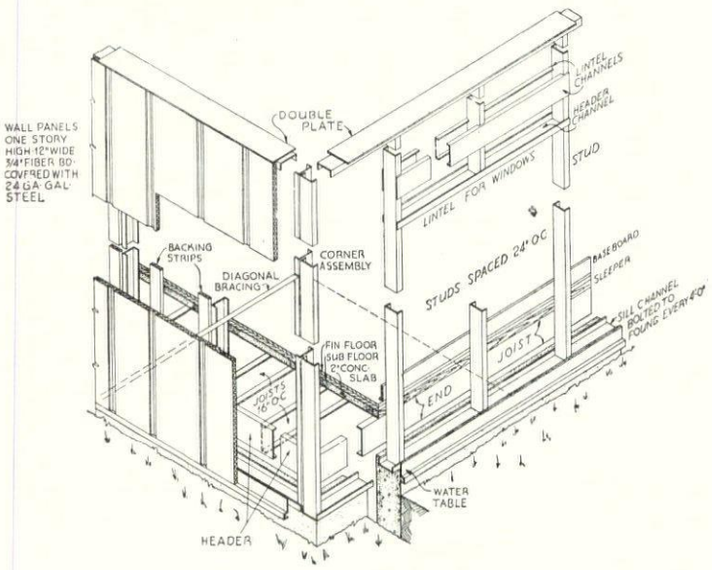
2.



4.



Stran-Steel Frame: 1. Bolting sill to foundation wall. 2. Diagonal bracing nailed directly to frame. 3. Setting wood window frames. 4. Placing pin in hinge connector for rafters.



Lea Steel framing and metal clad sheathing. Members are bolted together and sheathing bolted on, metal lath secured by stamped prongs.

framing under average conditions, are sold on the basis that steel's advantages make it worth the additional expenditure, said to be slight in relation to total construction cost. Each is equally adaptable to both traditional and modern design, may be used with conventional materials such as stucco, brick and stone, is worthy of the sober consideration of architects, builders, and prospective home owners.

STRAN-STEEL FRAME

Basis of the Stran-Steel system, product of the Stran-Steel Division of the Great Lakes Steel Corp., Detroit, Mich., is a patented nailing groove, furnished in both joists and studs, which greatly facilitates the attachment of other materials to the frame. Framing members consist of a standard 3⅝ in. stud and plate, 6, 8, and 9 in. joists, a narrow stud and plate, 2⅝16 in., half studs, and rafters with hinge connectors. Members are punched for connections, pipe, and conduit, and are fastened together with self-threading screws.

Joists and studs may be obtained cut to length or in standard sizes. In either case, little cutting is required on the job, and this may be done with a hack saw or power saw. Members are usually placed 24 in. on center. A variety of corner and angle brackets, collars, clips, joist hangers, bridging, etc., are available for use as required.

Greatest advantages of the Stran-Steel frame are its adaptability to conventional construction, particularly roof framing, the simplicity of the tools and workmanship required for its assembly, and the ease in which regular finish materials, insulating board, lath, and wood flooring can be attached to the steel frame.

Nails are driven into the nailing groove exactly as into wood members, where they hold with 25 per cent more grip. The Stran-Steel frame can be erected by ordinary workmen using ordinary tools, and when complete is ready to receive ordinary finishes, windows, and doors, in the regular manner. Either wood or fireproof sub-floors may be used, and wood sheathing with shingles or clapboards, or brick or stone veneer exterior walls.

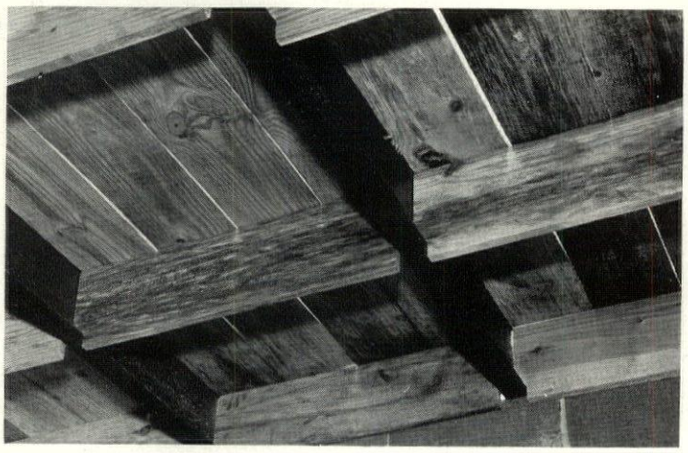
1.



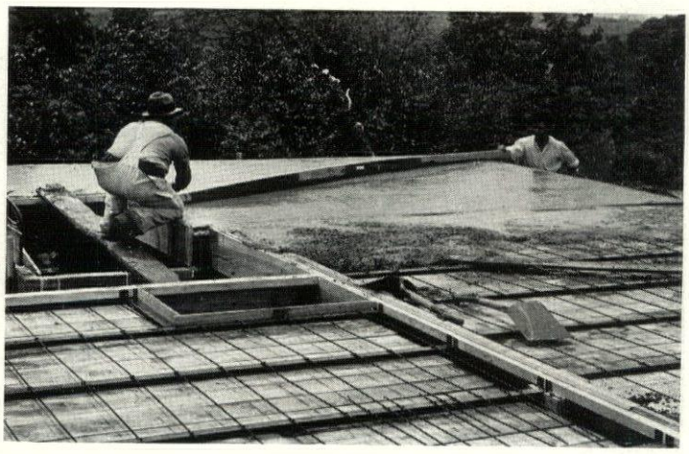
3.



2.



4.



J & L Junior Beam floor construction: 1. Placing wood spreaders to support forms. 2. Underside of completed form. 3. Pouring concrete. 4. Screeding top of slab.

LEA STEEL FRAMING

The Lea system, made by Lea Steel Homes, Los Angeles, Calif., consists of channel joist and stud members which are bolted together on the job. Members are punched and threaded to receive bolts, and studs and joists have a special lancing to secure metal lath. Bridging, clips, connectors, diagonal bracing, etc., are available to complete the frame. Studs are 3½ in. wide and joists 5 and 6½ in. in depth.

Special feature of the Lea system is a prefabricated exterior sheathing consisting of metal-clad insulating board, and a similar material used for roofing. Sidewall panels are joined with an ingenious lap connection forming decorative vertical grooves, are 12 in. wide and one story high, made of 24 gauge galvanized steel backed with ¾ in. fiber board insulation. Ribbed metal lath and poured concrete floors are used, making the construction entirely non-combustible.

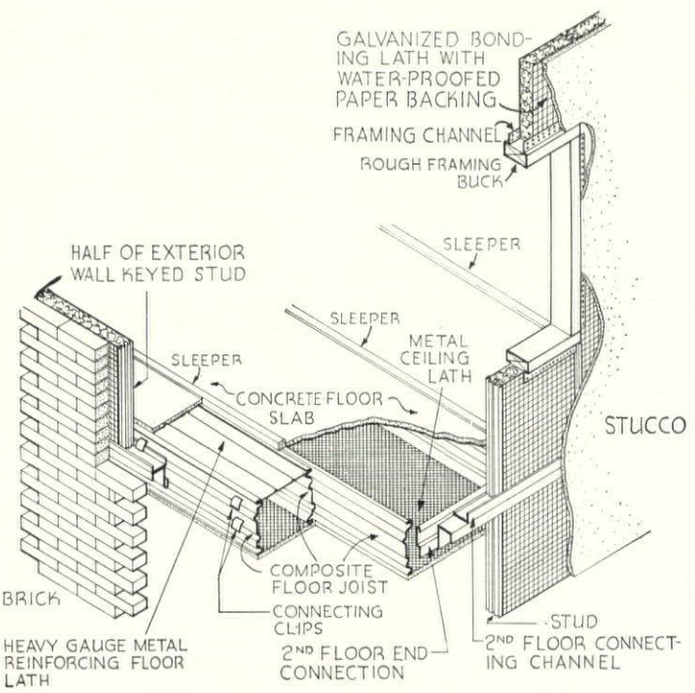
J & L JUNIOR BEAM FLOORS

Pioneers in steel construction for residences, the Jones & Laughlin Steel Corp., Pittsburgh, Pa., makes light-weight floor joists and connectors, has no system of construction for exterior walls and partitions. J & L Junior Floor Joists are hot rolled, similar in section to regular I-beams, come in sizes stepped by even inches from 6 to 12. Standard stirrup hangers, adjustable angle hangers, single and double, and clips for sleepers, reenforcing bars, and furring are available. Flat concrete slabs with wood sleepers to receive flooring are generally used with the J & L joists.

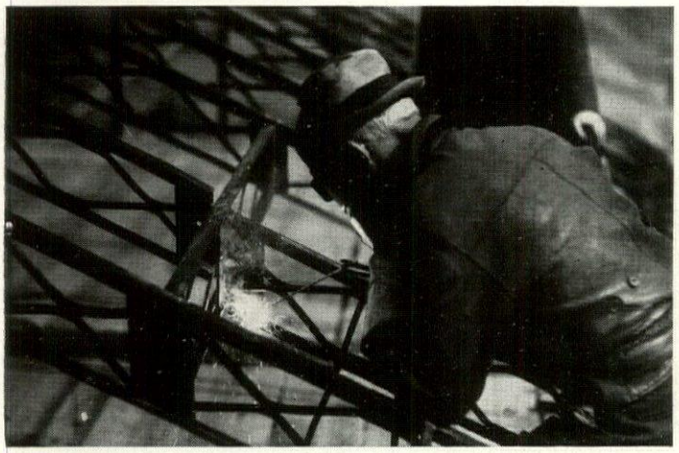
FERROCON

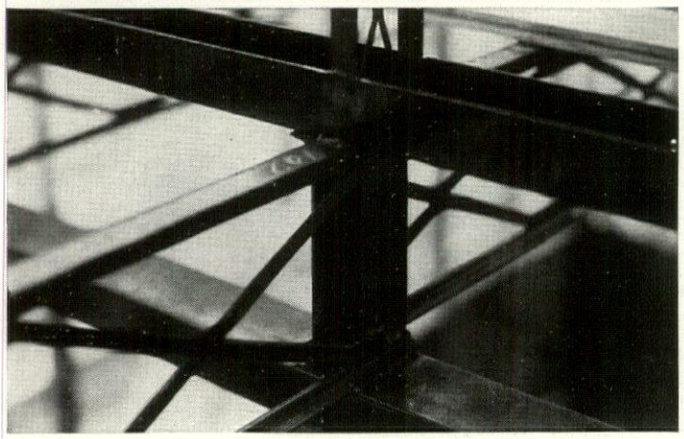
The Ferrocon system, manufactured by the Ferrocon Corp., Philadelphia, Pa., differs from all of those described above in the fact that panel-like framing *units*, rather than framing *members* form its basis. These consist of two-sided, light-weight metal

(Continued on next page)

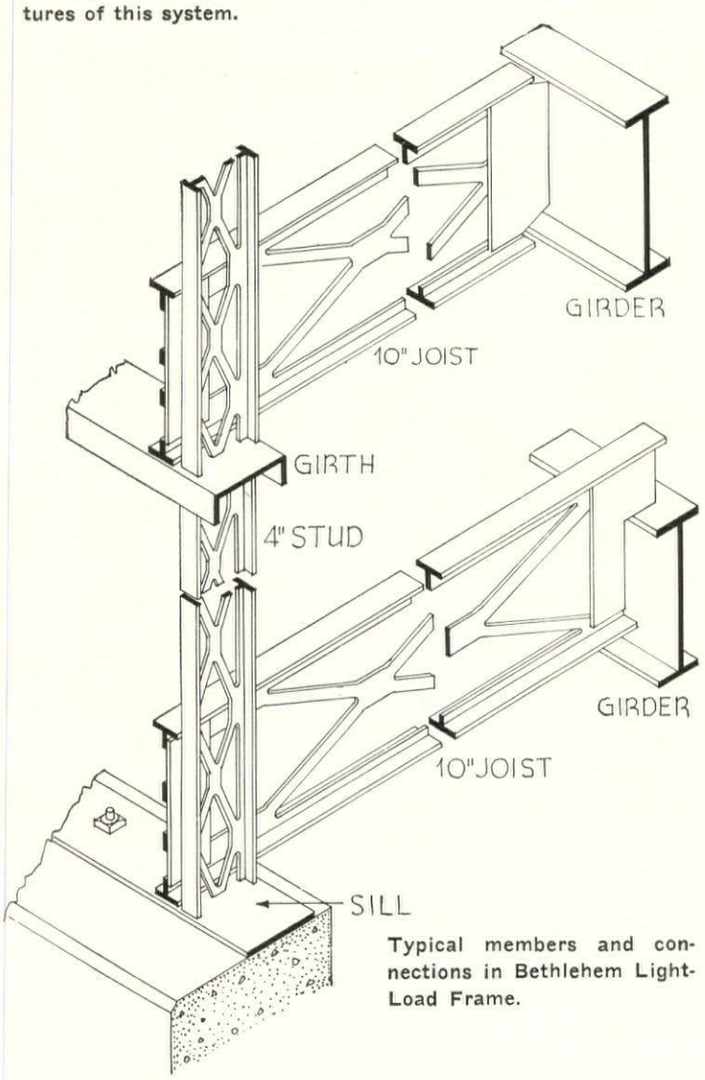


Ferrocon construction. Panel-like sections are fastened together with metal keys, finish applied directly to metal lath surfaces. Floors are concrete, exterior may be stucco or masonry veneer.





Bethlehem Light-Load Framing. Expanded, open-web members are job cut with an acetylene torch, electric arc welded. Extremely light weight and low thermal conductivity are the features of this system.



Typical members and connections in Bethlehem Light-Load Frame.

frames, with reenforcing or plaster lath attached to each face, and are assembled with special steel keys. Ferrocon floor units consist of cold rolled steel sides, spaced with metal lath panels, come 12 to 24 in. in width, 8⅜ in. deep, any desired length. Concrete poured over the upper side of the units forms the rough floor, which may be given any finish desired, and plaster is applied directly to the underside. Exterior wall and partition units are similar in construction, 3⅛ in. thick, and are finished with plaster and stucco. Insulation in both wall and floor units is optional. Special sill, girt, and corner members and roof panels are available.

Advantages claimed for the Ferrocon system include speedy erection, maximum shop fabrication, and the features of steel framing generally. Units are made up to size in the shop from the house plans, simply keyed together at the site, and the rolled lip of each forms, with that of the adjoining unit, a continuous groove to receive a patent key for connecting other materials. Exteriors may be stucco or brick or stone veneer, and design conventional or modern. Lowered cost is said to result from time and field labor saved by the ease and rapidity of its erection.

BETHLEHEM LIGHT-LOAD FRAMING

First to enter the residential construction field with a completely integrated system of steel framing, the Bethlehem Steel Co., of Bethlehem, Pa., offers open-web joists and studs made by the Kalman process and assembled in the field by electric arc welding. Members are formed by slitting and expanding special I-beam blanks while in a hot condition, producing an open web of the lattice type from one piece of metal. This greatly increases the flexual strength of the member and thereby reduces the weight to strength ratio. A 3.6 in. blank expanded in this way to a 12 in. open-web member has about 3¾ times the strength of the original shape, is somewhat heavier per lineal foot than a wood joist of the same depth, but since the steel joists can be spaced on 24 in. or 30 in. centers in spans which would require 16 in. spacing for wood joists, the total weight of a frame of this type is said to be no more than that of ordinary wood framing.

Steel is delivered to the site in standard lengths and cut to required size with an acetylene torch. Frames are erected by welders supervised by a man experienced in laying out ordinary framing.

The open web construction of the joists and studs makes installation of piping and electric conduit a simple matter, while the wide spacing facilitates ductwork, which may also be run crosswise by cutting out web members and reenforcing with welded plates. Open web design has the additional advantage of reducing thermal conductivity, rendering the conductivity of the wider-spaced steel members substantially the same in the completed structure as that of more closely spaced wood members.

In order to provide an even footing for the ground floor joists, a continuous 4½ in. by ¼ in. sill plate, grouted in, and bolted at 4 ft. intervals to the masonry foundation is used. Joists, 10 in. deep for most residential work, are welded to this plate, with 4 in. studs alongside. Where extra loads are involved, the members may be spaced more closely or heavier solid-web members substituted, and double or triple members used to receive concentrated loads, as in wood framing.

Steel frames for windows, or steel sash are secured to the studs with welded straps, and steel door frames assembled in the wall by welding directly to the studs. Wood windows and doors may be used instead if desired. Base boards are nailed to wooden or metal nailing cleats, clipped or welded to the studs.

The added cost of this construction, including the cost of fireproof sub-floors and metal lath, is said to be but 5 to 10 per cent more than for a similar house of wood frame.

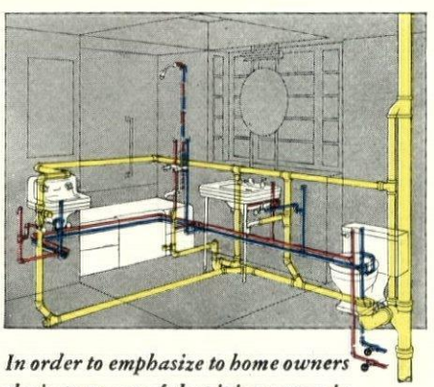


A WEALTH OF IDEAS ON BATHROOMS

for the Architect

WHEN you are planning bathrooms and are looking for something new—a little different—you will find a storehouse full of ideas in the new Crane Planner from which the above illustration is reproduced. This Planner has been designed to offer to the architect practical, usable ideas on bathrooms for the modest home as well as for the larger one.

All the basic types of bathrooms were actually built and photographed in color. These photographs together with many variations of the same bathrooms in architectural renderings are reproduced in the Planner in their actual colors. Complete specifications of all materials used in these rooms are given, together with the manufacturer's name and color or pattern number, making the whole service a valuable aid in planning. The Planner contains ideas and suggestions that will be of assistance to you. You are cordially invited to drop into the nearest Crane branch any time and see the Bathroom Planner—bring your clients, too—you will find that the Planner will help them make up their minds.



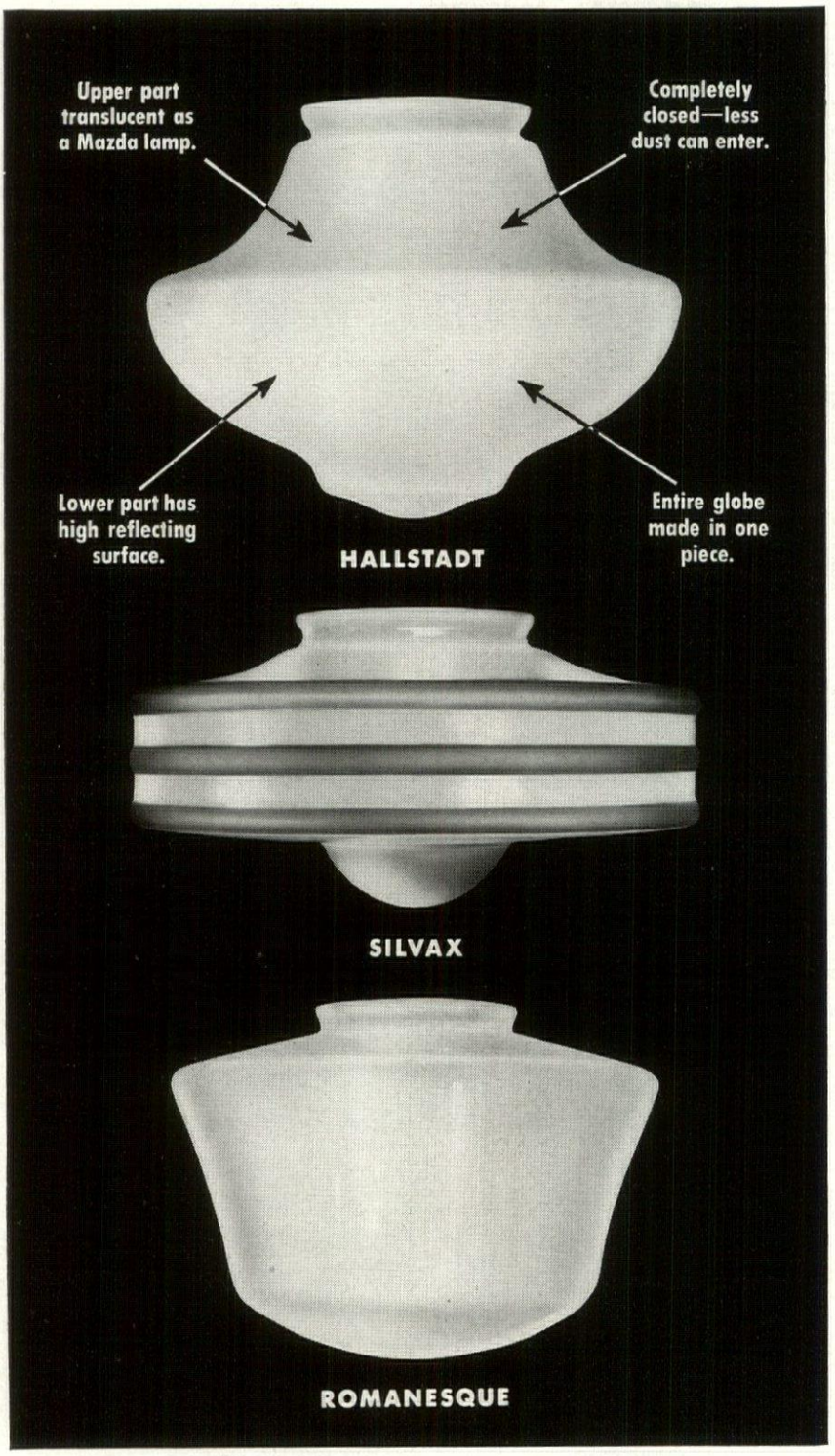
In order to emphasize to home owners the importance of the piping system in the bathroom and the need for quality material in the hidden parts, phantom suggested piping layouts like the above are shown in the Crane Planner for each bathroom pictured.

Valves · Fittings · Pipe **CRANE** *Plumbing · Heating · Pumps*

CRANE CO., GENERAL OFFICES: 836 SOUTH MICHIGAN AVENUE, CHICAGO

Now... EFFICIENT SEMI-INDIRECT LIGHTING

from a one-piece enclosing globe!



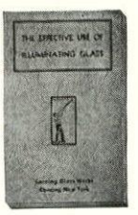
WHY THESE MACBETH GALAX BRAND GLOBES GIVE MORE USEFUL LIGHT

Here is a type of enclosed globe that has semi-indirect lighting built right into it!

The lower portion of these Galax globes is semi-opaque, with a highly reflecting surface. Upper portion has high light transmission and diffuses light enough to eliminate "ceiling patterns". Entire globe is made in one piece for added strength and greater permanence of reflecting and diffusing qualities.

Light measurements show these globes to be superior for two reasons: first, the high efficiency is maintained by the enclosed semi-indirect construction which does not allow dirt to collect; second, the low brightness towards the eyes gives better seeing.

Send today for your free copy of "The Effective Use of Illuminating Glass", a comprehensive manual compiled by Corning engineers. Address Illuminating & Optical Division, Department F-7, Corning Glass Works, Corning, New York.



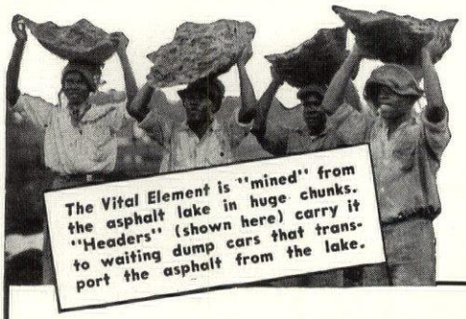
These Macbeth Galax Globes use standard fitters—they can be installed without expense or delay. Romanesque and Hallstadt models are stocked in plain white and can be furnished with various applied decorative treatments. Available in wide range of sizes. Silvax model is decorated with aluminum bands and cup.



CORNING *means* Research in Glass

THE VITAL ELEMENT

(TRINIDAD NATIVE LAKE ASPHALT)



The Vital Element is "mined" from the asphalt lake in huge chunks. "Headers" (shown here) carry it to waiting dump cars that transport the asphalt from the lake.

VITAL TO YOU...

VITAL TO YOUR CLIENTS!

The Vital Element is more than just a neatly turned phrase. It is an important factor in fine roofing. For *The Vital Element* is genuine Trinidad Native Lake Asphalt.

On the southern Caribbean Island of Trinidad the famous asphalt lake has been exposed for generations to a year-round summer sun. It has felt the fury of countless tropical tempests. Today this very same asphalt is shipped directly to the United States where it is used in manufacturing and building Barber Genasco Roofings.

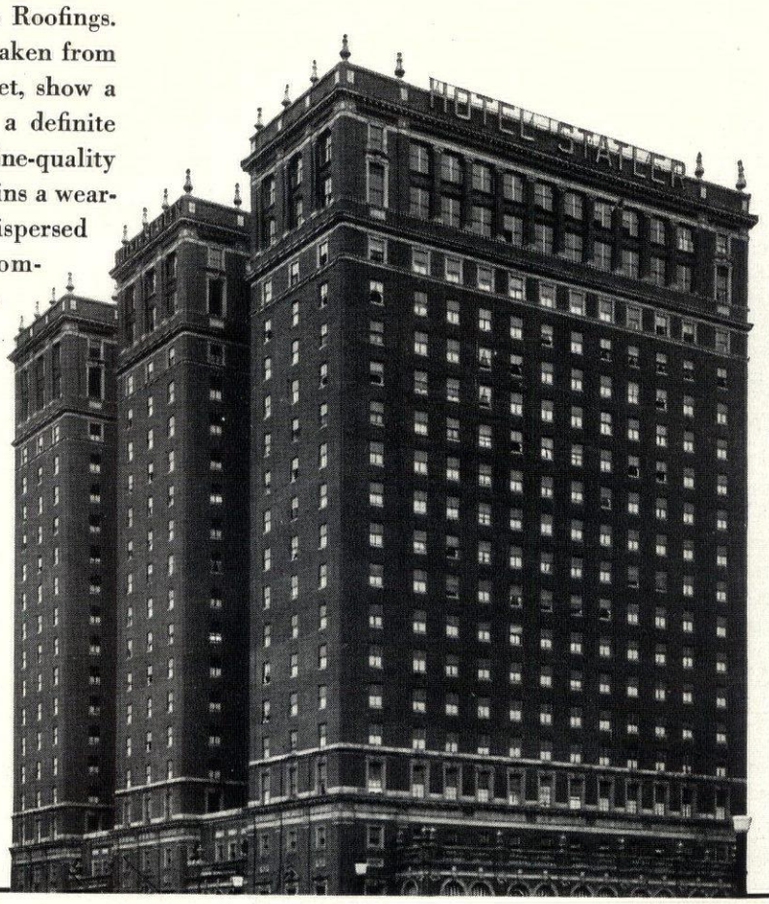
Specimens of *The Vital Element*, taken from the lake at depths as great as 250 feet, show a uniformity of characteristics that is a definite asset in manufacturing and building fine-quality roofings. Analysis shows that it contains a wear-resistant mineral filler colloidally dispersed in a manner not yet duplicated commercially in any other asphalt. Roofing asphalts containing *The Vital Element* show by frequent tests, including both service and the Weatherometer, superior weather-resisting properties.

Specify Barber Genasco Bonded and other types of Built-up Roofings for your clients. They'll appreciate the superb weather-resistance of roofings containing *The Vital Element*. And when questions regarding asphalt uses arise, submit them to Barber for an authentic answer.

BARBER ASPHALT CORPORATION

PHILADELPHIA, PA.

NEW YORK, N. Y. • MADISON, ILL. • CHICAGO, ILL.



The Hotel Statler in Buffalo, N. Y., is one of many outstanding buildings in the United States roofed with a Barber Genasco Standard Trinidad Built-up Roof.

BARBER Genasco PRODUCTS

Nationally advertised Barber Genasco Products, containing *The Vital Element*, include: BONDED AND OTHER TYPES OF BUILT-UP ROOFINGS, MASTIC FLOORINGS, SHINGLES. • Other Barber Asphalt Products include: Waterproofing Asphalts and Fabrics, Damproofing Asphalts, Resaturator, Resurfacer, Asphalt Protective Products (Plastics and Liquids), Spandrel Beam Waterproofing (Spandrel Cloth and Cement).

BOOKS

The master plan . . . . Ironwork . . . . Modern interiors and accessories . . . . Engineering textbook . . . . School reference book . . . . Condemnation appraisal . . . . Modern apartment houses in England.

THE MASTER PLAN, by Edward M. Bassett. The Russell Sage Foundation, New York. 151 pp. 6 x 9. $2.00.

"A master plan is nothing more than the easily changed instrumentality which will show a commission from day to day the progress it has made. Planning with the help of such a plan will prevent clashes between the public improvements made in different years and will serve to avoid duplication and rebuilding."

Mr. Bassett is well-known for his work on zoning and the legal aspects of planning in general. In this brief treatise he takes particular pains to define the master plan, explaining its difference from an official map and outlining its functions and limitations. Because widespread misconceptions apparently exist on this score, the book is a valuable addition to planning literature.

There are seven elements of community land planning: streets, parks and parkways, public building sites, public reservations (airports, parking spaces, etc.), zoning districts, routes for public utilities, and pier and bulkhead lines. These are the elements which go to make up the master plan. Unlike the official map, it does not show buildings, private streets, or other minor and temporary elements of a community. Its chief function is to guide and coordinate community development, and its greatest asset is flexibility. Consequently the author insists that no master plan should be passed by a legislature, or adopted by any official body other than a planning commission. The latter part of the book—some 70 pages—is given over to specific consideration of various planning acts now in force.

SIMPLIFIED ENGINEERING FOR ARCHITECTS AND BUILDERS, by Harry Parker. John Wiley & Sons, Inc., New York. 214 pp., 5½ x 8. $2.75.

A brief, pocket-size textbook dealing with elementary engineering principles and the standard methods of solving common problems. It covers the principles of mechanics, construction in timber, steel, and reenforced concrete, and the design of roof trusses. Derivations of formulas are explained in a manner which requires no knowledge of advanced mathematics, and the method of presentation is sufficiently clear to permit the use of the book for self-instruction. It should be of value where simple structural members are designed by the architect's office, and in preparation for State license examinations.

DIE SCHMEIDEARBEITEN, by Hans Scheel. Julius Hoffman, Stuttgart. 104 pp., 217 illustrations. 9 x 12.

While the art of architectural ironworking has suffered a temporary eclipse in this country, due largely to its association with styles which have lost their former popularity, this book is by no means without interest. A study of ironworking techniques, it is so well organized and so comprehensively illustrated that the designer without a knowledge of German can still get from it an excellent idea of the material, its nature and possibilities. Considered from the point of view of technique of presentation, the book is one which might well serve as a model for similar publications in this country. Supplementing the technical information is a small portfolio of old and contemporary German ironwork. The modern examples are chiefly interesting as illustrations of the flexibility of the material, which can be used very appropriately with non-traditional buildings.

DECORATIVE ART 1938, edited by C. G. Holme. The Studio Publications, Inc., New York. 144 pp., illustrated with photographs, plans, and color plates. 8½ x 11½. $4.50.

In his preface to the thirty-third issue of this valuable year book, the editor notes a change from the severity which has previously been a salient characteristic of modern interior design, and the illustrative material bears out the observation. Part of this trend toward greater richness and variety can be attributed to the appearance of well-designed fabrics and rugs in increasing quantities; in the main, however, the change is probably due to a growing dissatisfaction with the excessive bareness of the conventional modern room. The bulk of the work shown is of foreign design, but American examples are more numerous than in previous issues. A convenient method of presentation is followed, with material divided according to room function, and there are separate sections on furniture, textiles, silver, china, and lighting. About 25 pages are devoted to house plans and exteriors.

THE AMERICAN SCHOOL AND UNIVERSITY, 1938. Tenth Annual Edition. American School Publishing Corporation, New York. 659 pp. 9 x 11½.

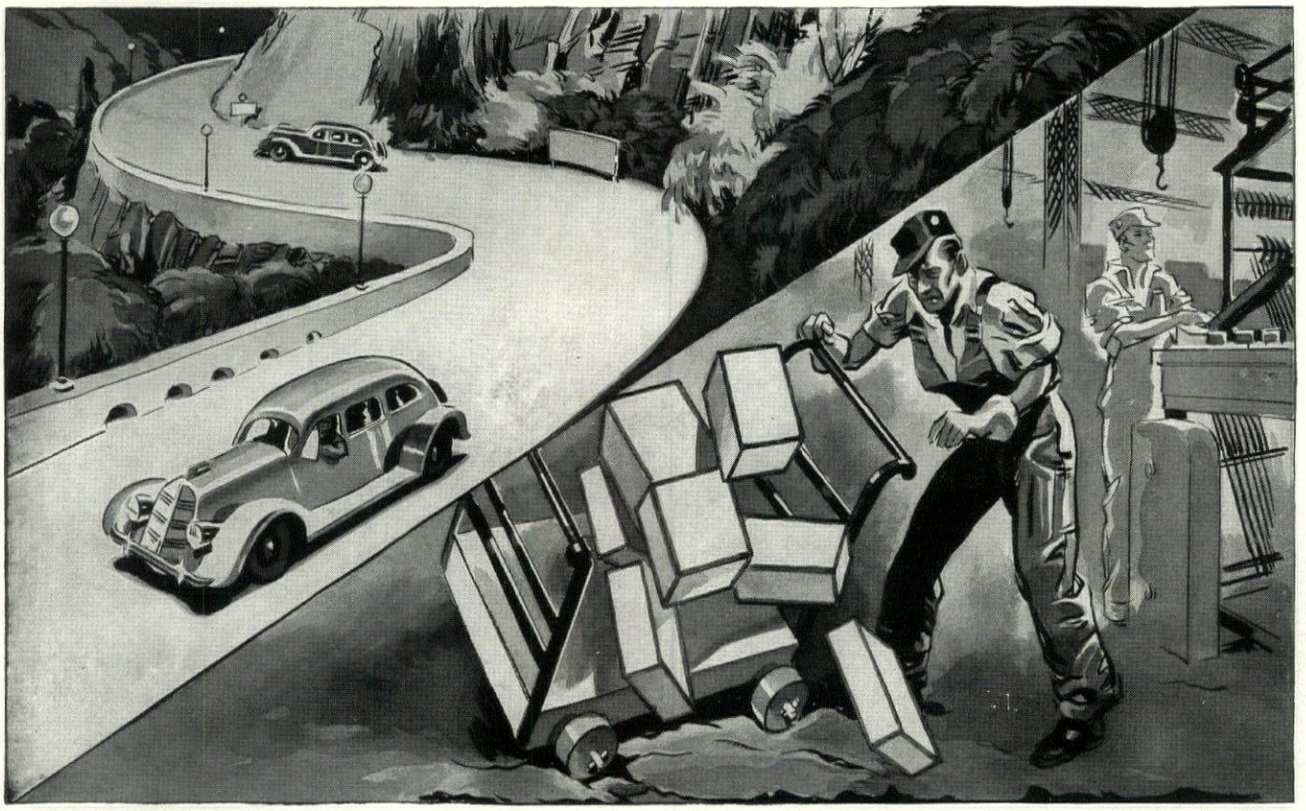
As in previous issues of this yearbook, the contents are divided into articles and advertisements. The latter, which form by far the larger part of the book, cover products used for the construction, equipment, and maintenance of educational buildings, and as such form a convenient reference. The articles range from general discussions of various types of school-building programs to fairly specialized studies on technical problems of construction and planning. Subjects include ventilation, landscaping, lighting, planning as reflected in costs, maintenance and rehabilitation, play areas, visual instruction, shop and laboratory design. Reference lists include names of architects, school superintendents, private school and college heads.

CONDEMNATION APPRAISER'S HANDBOOK, by George L. Schmutz. Prentice-Hall, Inc., New York. 339 pp., 6½ x 9½. $5.00.

With the growing scope of public building programs, whether municipal, State, or Federal, the subject of condemnation appraising takes on new importance. This book, claimed by the author to be a pioneer in its field, was written to explain the general procedure that has the sanction of both legal and economic doctrine. Its contents describe the valuation process, causes and estimating of depreciation, and the various aspects of condemnation proceedings. There is an appendix with interest discount and other tables.

(Continued on page 54)

You want a clear, smooth road when driving—



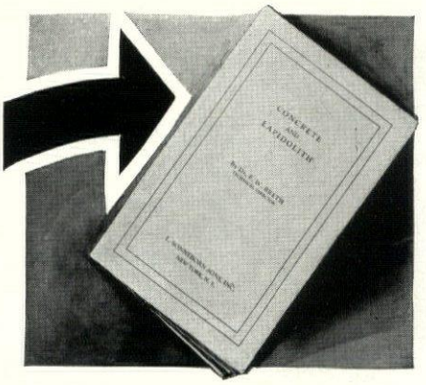
why be satisfied with hazardous concrete floors that Dust & Crack-up!

Concrete floors, unless specially hardened, will not hold their surface under grinding use. They wear down or crumble. They become dusty, dangerous to health, machinery and merchandise.

LAPIDOLITH, the original concrete floor hardener, will make your floors wearproof, waterproof, dustproof. It is a liquid, chemical compound that penetrates the pores of cement and makes floors granite-hard for a lifetime.

LAPIDOLITH goes on a floor as easily as water. Any workman can apply it. If preferred, our own service crew will apply LAPIDOLITH anywhere.

Leading architects and builders have been using LAPIDOLITH for years, in many of the most important office buildings, factories, stores and institutions in America. We will gladly send you a list of treated concrete floors in your city which are still like flint after years of use.

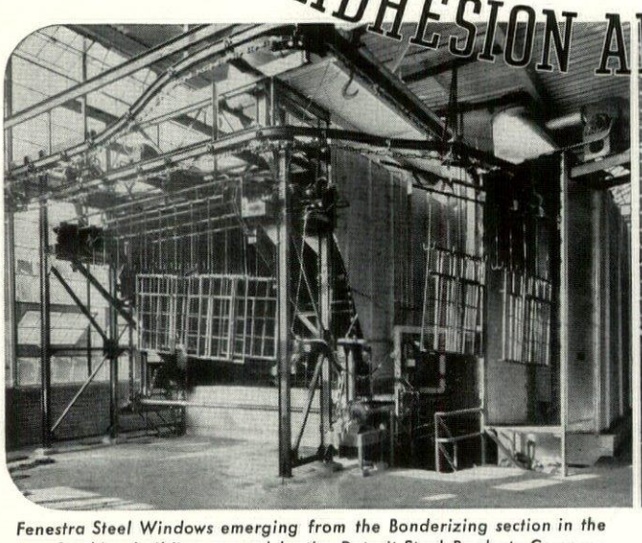


Send for this free book, entitled "Concrete and Lapidolith" by Dr. F. W. Breth, which explains how to preserve concrete.

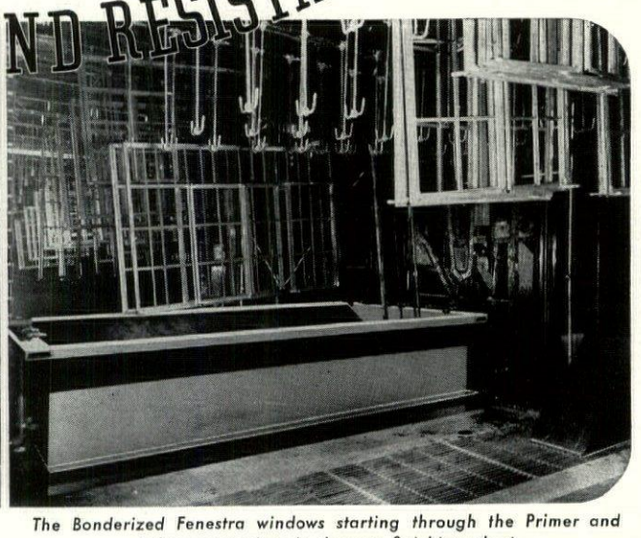
Address Dept. F-7

L. SONNEBORN SONS, INC. 88 Lexington Ave., New York City

FENESTRA STEEL WINDOWS BONDERIZED FOR PAINT ADHESION AND RESISTANCE TO RUST



Fenestra Steel Windows emerging from the Bonderizing section in the new finishing building erected by the Detroit Steel Products Company



The Bonderized Fenestra windows starting through the Primer and Baking operations in the new finishing plant

MODERN designing and improved structural features give steel windows increasing popularity. Now, with the aid of scientific methods, the Detroit Steel Products Company is giving Fenestra windows a new finish permanence that will increase their acceptance and assure more satisfaction in the use of this substantial building unit.

No longer is finish maintenance the sole problem of the building owner. Now steel window manufacturers give their products rust inhibiting and paint holding qualities that greatly extend their appearance life and widen the gap between reconditioning periods. With Bonderizing applied in the factory, before the baked paint primer is applied, the finish is given a secure foothold on the metal and provides substantial protection from corrosion. It seals the metal from moisture that may penetrate the paint film.

Bonderizing provides an adequate foundation for the finish that assures economy in maintenance and greater finish stability than can be secured in any other way.

PARKER RUST-PROOF COMPANY • 2180 EAST MILWAUKEE AVE., DETROIT, MICH.



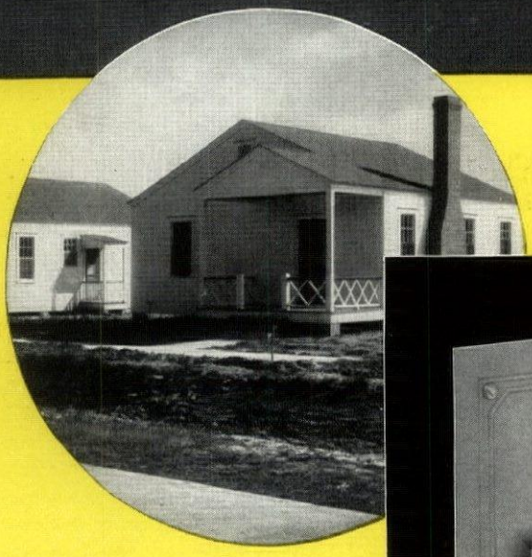
Send for this Book

It deals specifically with rust inhibiting finishing methods on many types of architectural iron and steel products and indicates a solution of the finishing problem on galvanized units. Write today for your copy.

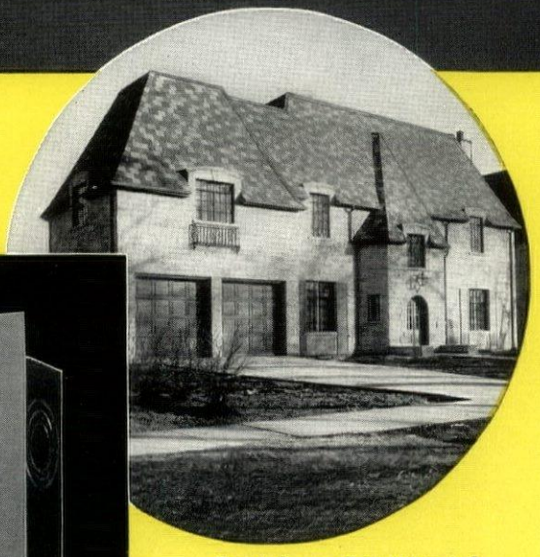
PARKER *Processes* **CONQUER RUST**

BONDERIZING • PARKERIZING

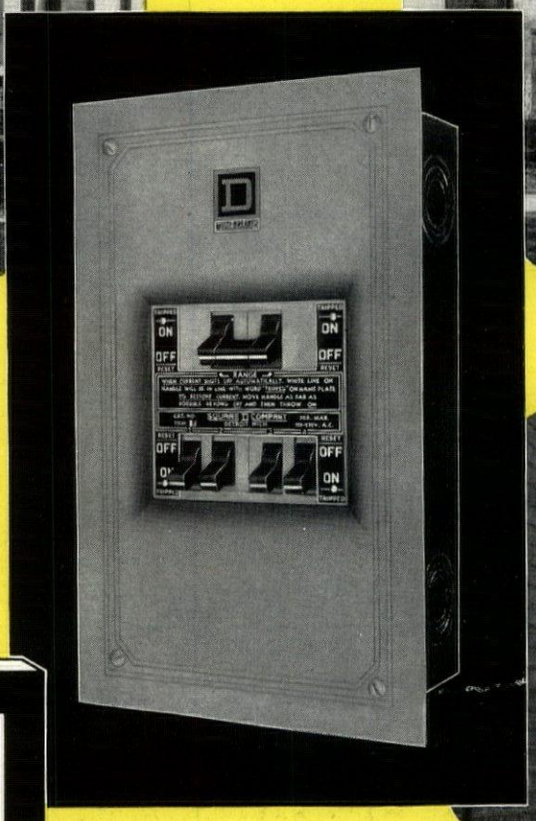
for MODEST COTTAGE • COSTLY HOME • MODERN APARTMENT



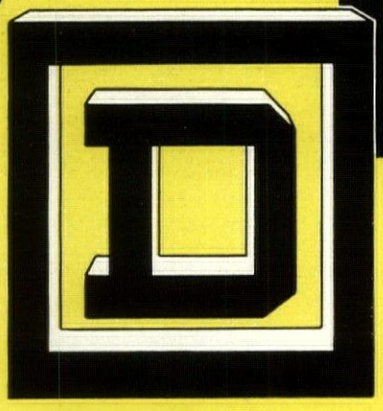
One of 190 bungalows in a recent project. A Square D Multi-breakeR in every one.



There's Square D Multi-breakeR protection in this beautiful residence.



IT'S GOOD JUDGMENT *to Specify*





Square D Multi-breakeRs add the final touch to this very modern apartment building.

MULTI-BREAKERS

More and more architects are finding it pays to insist on adequate wiring in their building designs. It's a service they owe their clients; it enhances their own reputations. The logical first step toward adequate wiring is the Square D Multi-breakeR. It provides circuit breaker protection and branch circuit switching up to 50 amperes. It eliminates the inconvenience of blown fuses. It is neatly, compactly designed—can be installed in any convenient wall.

The cost of Square D Multi-breakeR installations over conventional switch and fuse equipment is negligible. It is well within the means of any client. Ask any good electrical contractor for the complete Multi-breakeR story. Or write for Bulletin 543-A.

SQUARE D COMPANY

DETROIT - MILWAUKEE - LOS ANGELES

IN CANADA: SQUARE D COMPANY CANADA LIMITED, TORONTO, ONTARIO

LETTERS

Competitions Caned

Forum:

Two hundred and forty-three doctors entered a competition to remove a splinter from Charlie McCarthy's head! The winner of this national competition will be awarded the main prize, namely, working on the heads of architects as a whole.

It seemed fantastic to me that professional men, who are supposed to be business leaders, should become involved in one of the most unbalanced financial setups to date. No wonder cash customers look down on this profession—get us to trade against each other and in most cases get free advice and sketches! I feel that this is due to the gay and competitive spirit of the colleagues who have not gotten over their school-boy practices.

The Wheaton College competition was a $500,000 job. Two hundred and forty-three architects competed and I think it is fair to say that the amount of time, expense and effort put in by any one of these men certainly should have been valued at $1,000. That would mean that $243,000 or half the cost of the building was spent by the profession as a whole. Of course you can drop this figure to $500 per man or you can push it up to $2,500 according to how it was handled, but surely we must admit that this basically is wrong.

Ideas and competitions should be paid for. Of course we have the other side of the picture, that is, that the younger man in the profession will have a chance to establish himself. However, in these "Irish Sweepstakes" the odds are terrific—for every young man or unknown that is established thousands upon thousands in the drafting rooms feel the effect due to the lowering of wages, for we dare not call them salaries, which is caused by this general gambling spirit.

What I am getting at is this—the general public, as a whole, even to the fellow who is building a $10,000 house, realizes that he can get free competitive or professional services.

Of course I realize in writing this, if it should go further than you, that the first reaction would be—"it is easy for him, he had the breaks through the bad years." No one is more conscious of that than I am, but I am thinking a little further—I am thinking how far this will lead to the destruction of the leadership that our profession should hold say ten or fifteen years from now, for unless one is totally blind —with all these government competitions and programs establishing the way for the mind of the general public, I am really worried about the men who will pick up our shoes and carry on in the future.

Please forgive me for this outburst but it has been a wall that I have butted my head against for years and this Wheaton College competition brought on this final hemorrhage.

L. Andrew Reinhard

New York, N. Y.

To Architect Reinhard, The Forum's thanks for so ably representing the opposition. Forum editors suggest that (1) no architect is under any compulsion to enter a competition, (2) that if the profession is plagued by free sketches and other irregular practices, let it seek out the real causes and do something about them, and cease blaming such easy scapegoats as the competition system, which has always been notoriously weak in this country. As we go to press, word comes that protestant Reinhard has been designated for the Jury to judge designs for Bronze Doors for the new Associated Press Building, Rockefeller Center.—Ed.

Lost and Found

Forum:

It was with mingled feelings, as they say, that I opened my copy of the June Forum to find that my favorite editorial fence-sitters had finally taken a deep breath and plumped for modern—now that it is safe to do so. Or have you plumped? And was it by accident or design that "Where is Modern Now?" was neatly sandwiched between the latest Lescaze opus and ranch house by the second, and slightly diluted, generation of Wrights?

Today's modern, we are told, is a reality. What is this reality? Taking the June issue, would it be the stiff rehash of the 1924 Le Corbusier models which CBS bought for itself—or the adequate ranch house with "organic" trimmings—or Mr. Wurster's pleasant little abstraction in redwood—or the oh-so-studiedly-simple post office for the Bronx, or what? Perhaps you would say that this modern reality is the sum total of all of these, something like that composite picture of the seven most box-office movie queens. And perhaps you would be right. But my own private little guess is that your "modern reality" was a very neat way of avoiding the harder question, "What is Modern?" I'd like to bet my shiny new T-square against a year's subscription that you can't answer that one—at least not in terms that would cover everything you publish and call modern.

The story goes on to claim that "the only way to tame an uncompromising functionalist is to give him buildings to build." If you would call the Brooklyn Bridge, Karnak, Amiens, Santa Sophia tame, O.K. It would be nice to have some more tame architecture around these parts. Up our way, most of the architects I've worked for do Colonial houses when they have any houses at all to do, and some of them are mighty functional. I mean functional in a broad sense, too, not merely adequately organized shelter. And while they are dull as dishwater, I can't see that the little stucco boxes some daring souls are putting up are any better. They are certainly less "functional," if one considers what one winter does to their outsides.

If you've got to ask questions, try asking yourselves the one you sidestepped. And try this one, too—it's a lot more to the point—"Where is Architecture Now?" And don't worry about taming functionalists, because if and when we ever get another good architect, he'll tame all the functions you can hand him.

I think it is fine that you've really come out for modern. But take it easy. Folks around here tell me that Dr. Gropius just *loves* Colonial!

L. J. Brooks

Boston, Mass.

Forum:

You will undoubtedly receive many letters of comment, both pro and con, on the article "Where is Modern Now" in the June issue. Let me be among the first to cast my vote, emphatically on the pro side. Your point of view seems to me soberly thought out, clearly expressed, and fortunately free from the dogmatic prejudice so often associated with the subject of architectural design.

As an old-time Forum subscriber it is satisfying to view the forward strides which architecture in this country has made in the past few years, gratifying to find the Forum keeping pace. Let us have more, concise, pithy articles of this type and on this important subject; after all, mortgages and government housing are not everything. Your comment on the various jobs published each month is always pertinent, interesting, and occasionally brilliant, but it is good to have a peek behind the scenes every now and then and discover more fully what the editors are thinking.

Thomas Wilson, Jr.

Chicago, Ill.

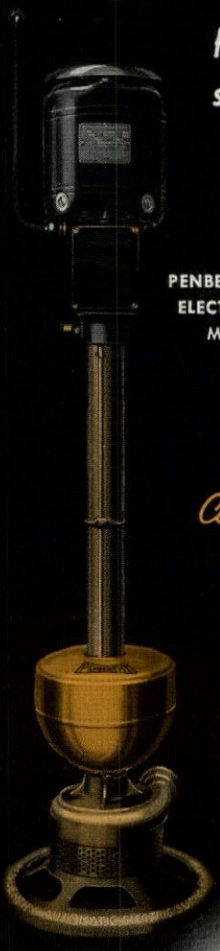
Do other Forum readers second old-time Subscriber Wilson's suggestion?—Ed.

Errata

To architects for Fairfield Court, Stamford, Conn. (Arch. Forum, May, 1938, pp. 368, 369) an apology for twisting titles. Correctly they stand: Chief, William J. Provoost; Assistant Chief, David C. Sanford, Jr.; Associate, Nelson E. Emmens; Consultant, William F. Pedersen.—Ed.

PENBERTHY PRODUCTS

for removing seepage water



PENBERTHY AUTOMATIC ELECTRIC SUMP PUMP
Made in 6 sizes



PENBERTHY AUTOMATIC CELLAR DRAINER
(Water or Steam operated)
Made in 6 sizes

Copper and Bronze Throughout

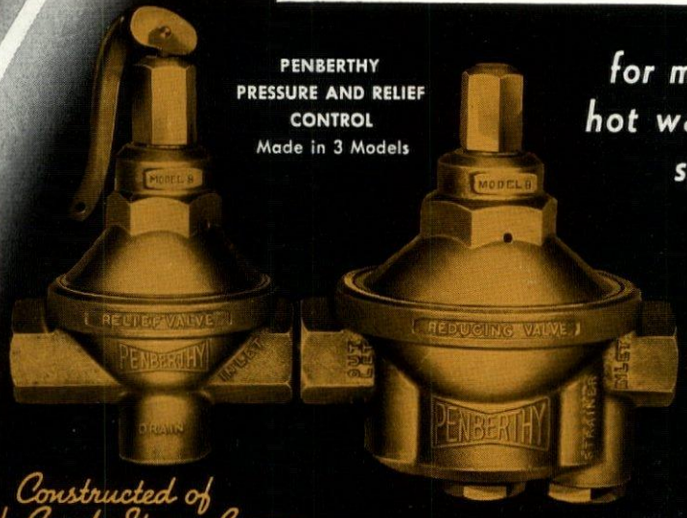
Sales Active

THE sales record established by these Penberthy Products is probably the best evidence of their outstanding quality.

Architects, engineers, plumbing and heating contractors...all have expressed a preference for a Penberthy Automatic Electric Sump Pump or Automatic Cellar Drainer wherever seepage water accumulates. The many advantages and economies of hot water heating plant modernization with these Penberthy Specialties are also appreciated.

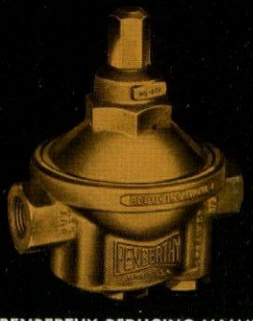
Jobbers everywhere carry Penberthy Products in stock.

PENBERTHY PRESSURE AND RELIEF CONTROL
Made in 3 Models



for modernizing hot water heating systems





PENBERTHY REDUCING VALVE
Made in 9 Models

PENBERTHY RELIEF VALVE
Made in 14 Models
including Dead End Type

Constructed of High Grade Steam Bronze

PENBERTHY INJECTOR COMPANY

Manufacturers of QUALITY PRODUCTS *Since 1886*
DETROIT, MICHIGAN • *Canadian Plant,* Windsor, Ont.

VERSATILE MOVABLE PARTITION BRINGS NEW FLEXIBILITY TO MODERN OFFICE LAYOUTS

WHEN you figure on Transite Walls for your clients' offices, you do more than fill present needs. You also make sure that inevitable future relocations can be made with the utmost ease and economy.

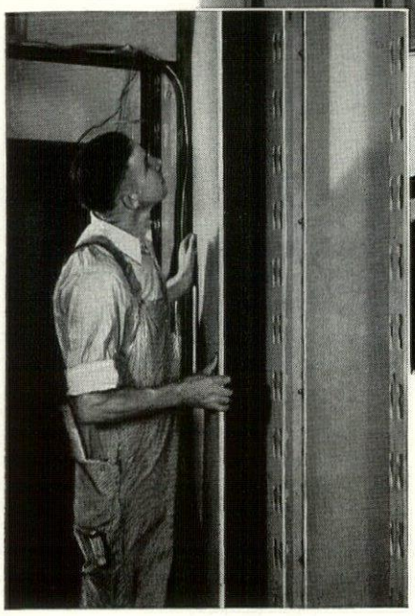
For, despite their solidity and permanence, Transite Walls are movable. An ingenious construction method that permits dry, rapid erection, with practically no dirt or bother, also permits layout changes—even complete relocation—with 100% salvage of materials.

Time has little effect on the asbestos-cement composition of Transite Walls. They are completely fireproof . . . extremely rigid and highly resistant to impact. Their unusual sound resistance, compared to other movable partitions, affords the privacy and quiet so important in modern offices.

Moreover, Transite Walls are adaptable to any type of decorative treatment. Smooth-surfaced units, free from projections, take paints, lacquers, veneers, fabrics—any finish desired. In many cases, however, Transite Walls are left untouched, except for waxing, which brings out the unusual natural attractiveness of the material.

Your clients will appreciate the many advantages in appearance, convenience and economy that Transite Walls provide. Complete information, including design and construction details and photographs of many interesting installations, are contained in the new Transite Walls brochure. Write for your free copy to Johns-Manville, 22 East 40th St., New York, N. Y.





A small section of Liberty Mutual's new Boston offices showing Transite Walls as solid, ceiling-high partitions and as bank screen, forming private and semi-private offices, respectively. Transite Walls were also used here as rail, or dwarf partitions, and as ceiling-high Transite and glass walls. Noise-quieting treatment was provided by the use of J-M Sanacoustic Ceilings. *Architect: Chester Lindsay Churchill; General Contractor: Turner Construction Company.*

Dry construction is made possible by the ingenious method employed in erecting J-M Transite Walls. Concealed steel studs and expansion spring bolts result in a modern, projection-free surface which takes paint, veneers, or any other finish desired.

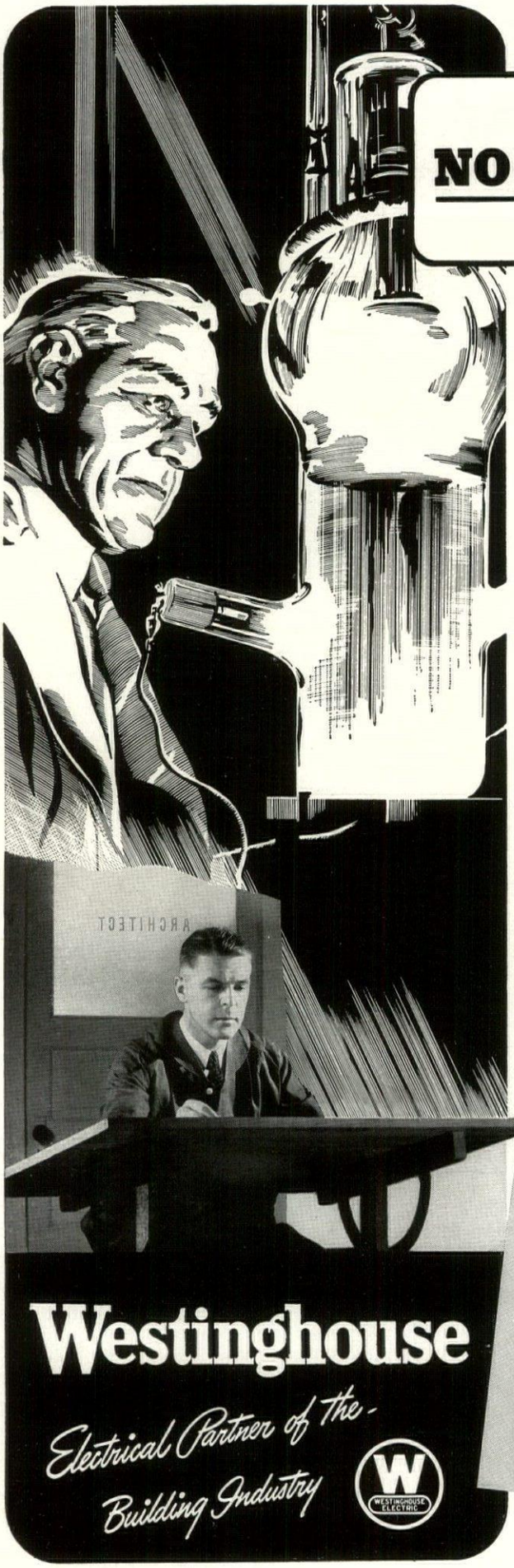


BRIXMENT

HELPS PREVENT EFFLORESCENCE

EFFLORESCENCE on brickwork is caused by the presence of soluble salts in masonry materials. When reached by water, these salts dissolve and work their way, in solution, to the surface of the wall. ★★ *The use of Brixment for mortar has proven to be a very effective way of preventing efflorescence.* ★★ Brixment itself is practically free from soluble salts—*therefore cannot cause efflorescence.* Moreover, even when such salts are present in the brick or sand, the waterproofing in Brixment resists their passage in solution, and usually prevents them from coming to the surface. ★★ Because of the protection Brixment gives against efflorescence, manufacturers of face brick strongly recommend it for use with their products . . . If *you* have been having trouble with efflorescence, *use Brixment for mortar.* This is the most effective safeguard you can employ. ★★ Louisville Cement Company, Incorporated, Louisville, Ky.

A WESTINGHOUSE SPECIFICATION MEANS LONG-TERM BUILDING INSURANCE



NO GUESSING ALLOWED

Westinghouse "before-and-after" testing protects you all the way

"Results — not excuses" expresses the thoroughness with which Westinghouse Engineers safeguard the performance of Westinghouse products by the most exacting tests and inspection. Nothing is taken for granted. Raw materials are subjected to rigid tests and this applies throughout the manufacturing process.

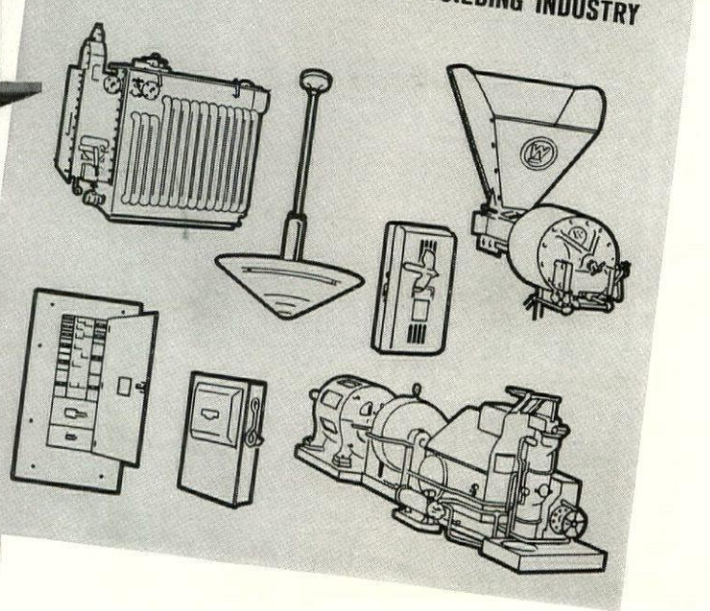
After the finished products have undergone tests many times as severe as those they will get in actual service, they are given critical inspection . . . on the job.

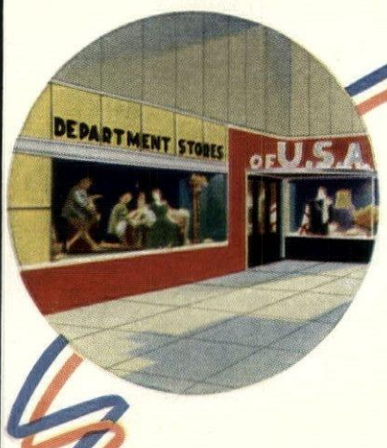
No guessing is allowed in the many Westinghouse individual-product testing departments. When Westinghouse is specified "straight across the board" you are assured owner satisfaction for many years to come . . . and you have only one organization to contact. Call the local Westinghouse office for practical assistance or write Westinghouse Electric & Manufacturing Company, Dept. 7-N, East Pittsburgh, Pennsylvania.

Ask for your copy of the Architects' and Engineers' Data Book, containing helpful information on electrical products for buildings. See Catalog in Sweet's.

J-93808

A FEW TYPICAL PRODUCTS IN THE COMPLETE WESTINGHOUSE LINE FOR THE BUILDING INDUSTRY





STOREFRONTS THAT HAVE MAXIMUM DISPLAY BOTH NIGHT AND DAY



A feature of the new L·O·F Complete Storefronts is the "after-dark" brilliance made possible by Vitrolux, one of the three L·O·F materials used in these complete ensembles. Vitrolux is an exclusive L·O·F color-fused, tempered plate glass — the only material having all the characteristics necessary to a practical *luminous* front.

With Vitrolux plus Vitrolite Structural Glass and Extrudalite (the patented L·O·F storefront metal with pressure-controlled, shock-absorbing sash) and plate glass you have all the materials with which to create outstanding storefronts that do a night and day job in modern retail merchandising.

These new Complete L·O·F Storefront Ensembles offer features of definite economy value. They are highly resistant to weather, to flying dust, staining, dirt, soot, smoke, acid fumes, etc. The only cleaning required is simple washing. No refinishing is ever needed.

If you have not familiarized yourself with the unusual possibilities of Vitrolite, Vitrolux and Extrudalite, we invite you to write. Our Architectural Service Division will gladly cooperate with you in solving any unusual design problems. Mail coupon or write for complete information. Libbey·Owens·Ford Glass Company, 1308 Nicholas Bldg., Toledo, O.

(Member of Producers' Council)

Make certain your Vitrolite installation is made by an authorized L·O·F dealer.

For Mirrors, L·O·F Polished Plate, clear or in colors. For display windows, L·O·F Quality Plate Glass. For lighting, the new color-fused, tempered Vitrolux

LIBBEY·OWENS·FORD
VITROLITE VITROLUX
EXTRUDALITE
Complete Storefronts

LIBBEY·OWENS·FORD GLASS COMPANY
1308 Nicholas Building, Toledo, Ohio

Please send me Vitrolite Chart of complete surface effects and color range, also new literature on L·O·F Complete Storefronts.

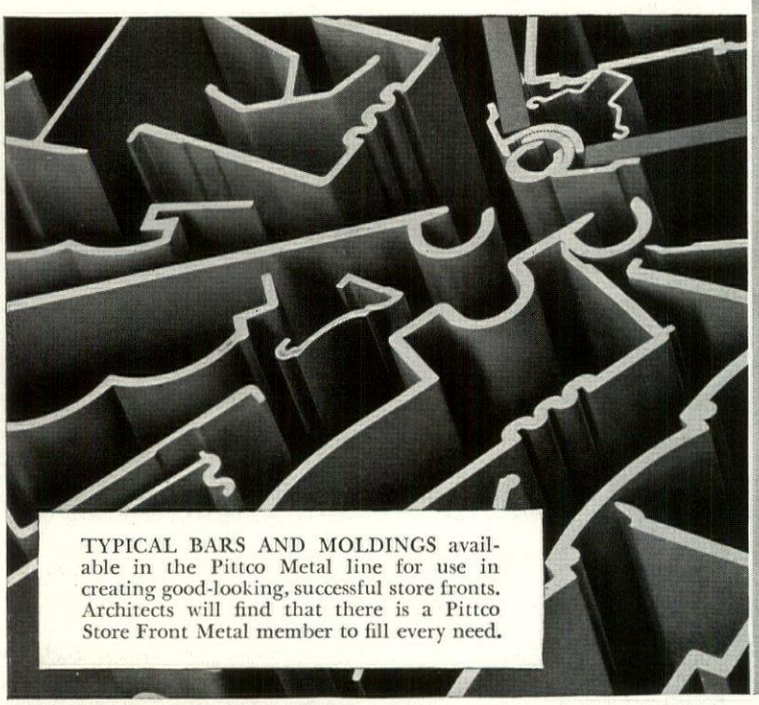
Name.....

Address.....

City.....State.....

A complete line of

BEAUTIFUL METAL MEMBERS FOR QUALITY STORE FRONT WORK

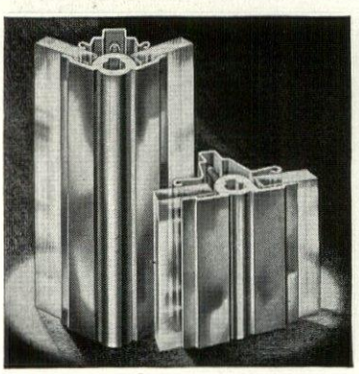


TYPICAL BARS AND MOLDINGS available in the Pittco Metal line for use in creating good-looking, successful store fronts. Architects will find that there is a Pittco Store Front Metal member to fill every need.

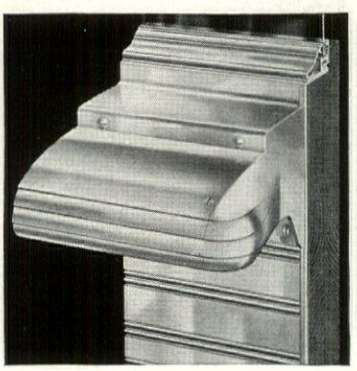
IN the Pittco Metal line, there's a sash, a molding, a bar to fill every architectural and decorative need. All are beautifully designed, harmoniously related to each other, calculated to aid in the creation of unified, striking store fronts. Pittco units are strong and sturdy, built for severe usage though designed for graceful beauty. And all setting operations take place on the outside of the show window, simplifying installation.

Write Pittsburgh Plate Glass Co., 2333A Grant Bldg., Pittsburgh, Pa., for our free file folder containing complete data and detail drawings of various applications.

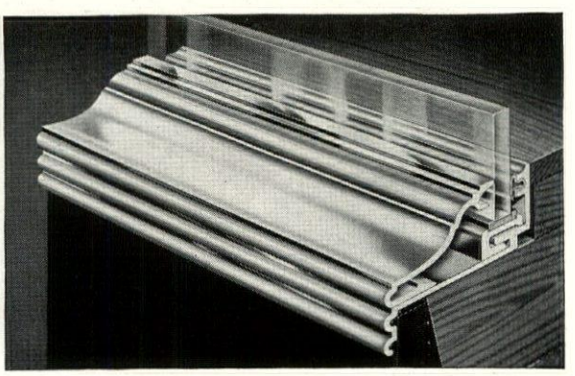
PITTCO
STORE FRONT METAL



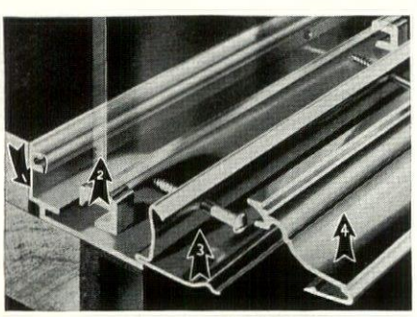
PITTCO METAL VERTICAL BARS are clean-cut, trim and attractive in appearance. They are readily adjustable to all angles, a feature which greatly simplifies installation.



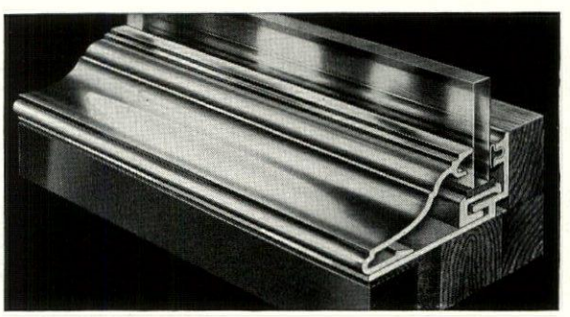
PITTCO AWNING BAR NO. 60, many architects think, is the best designed hooded awning bar ever developed. Reversed, it can be used as an ornamental light trough.



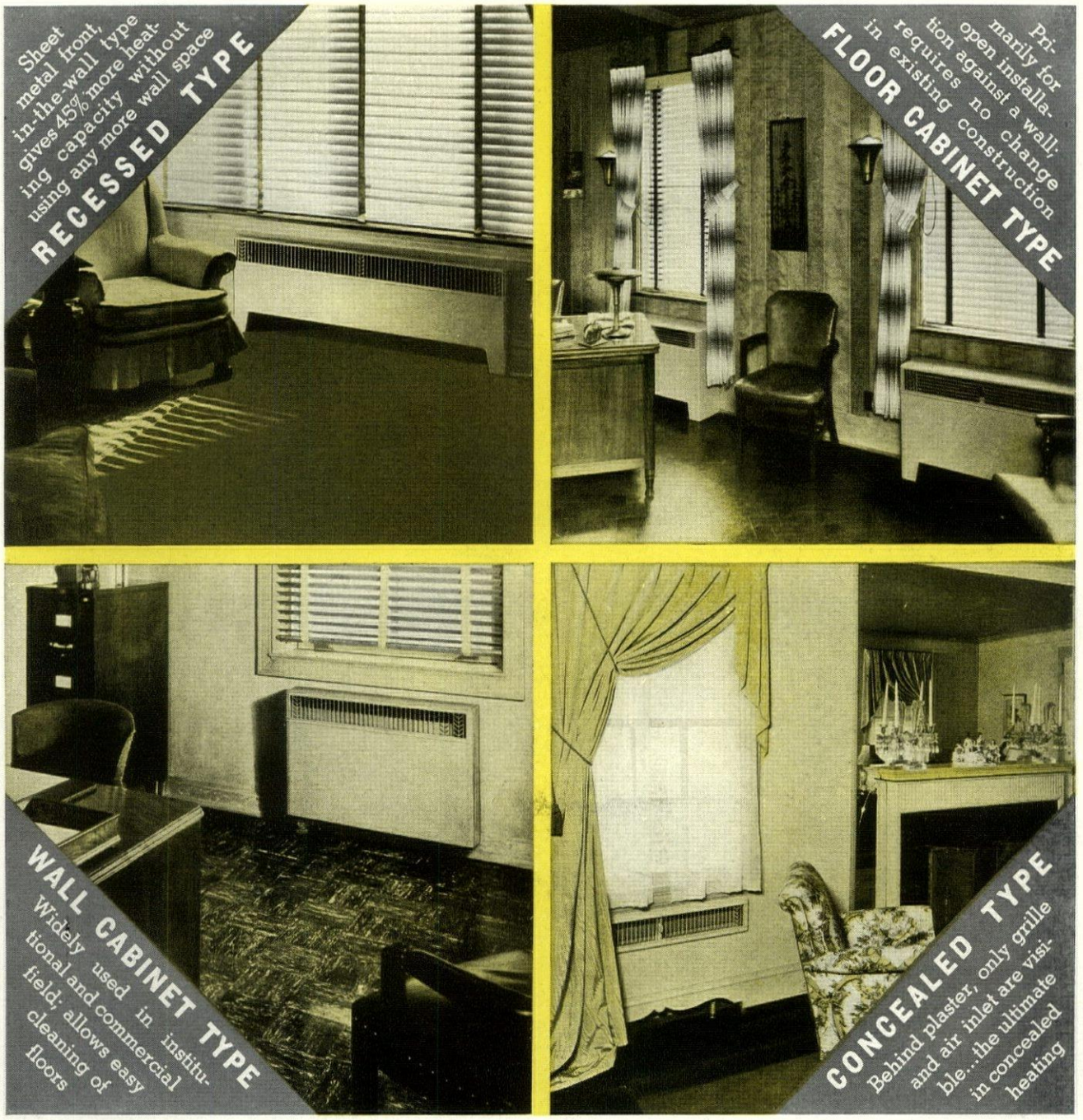
PITTCO SASH is distinguished by its sharp, clean contours, its pleasing depth, and its double-yielding cushion grip on glass, which means better glass protection. Formed by the extruded process, Pittco Sash is available with (above) or without (below) the new beaded face member.



OUTSIDE INSTALLATION is a feature of Pittco Metal vitally important to speed and ease of application, and to glass replacement in the future. As shown, the inner member (1) is set; the setting block is pressed into its groove and the glass lifted into place (2); then the glass holding member is installed (3); and finally the face member (4) snaps on to finish the assembly.



PITTSBURGH PLATE GLASS COMPANY



Distinctive BEAUTY of Enclosure and Grille STYLING
GREATER ADAPTABILITY to AUTOMATIC HEATING

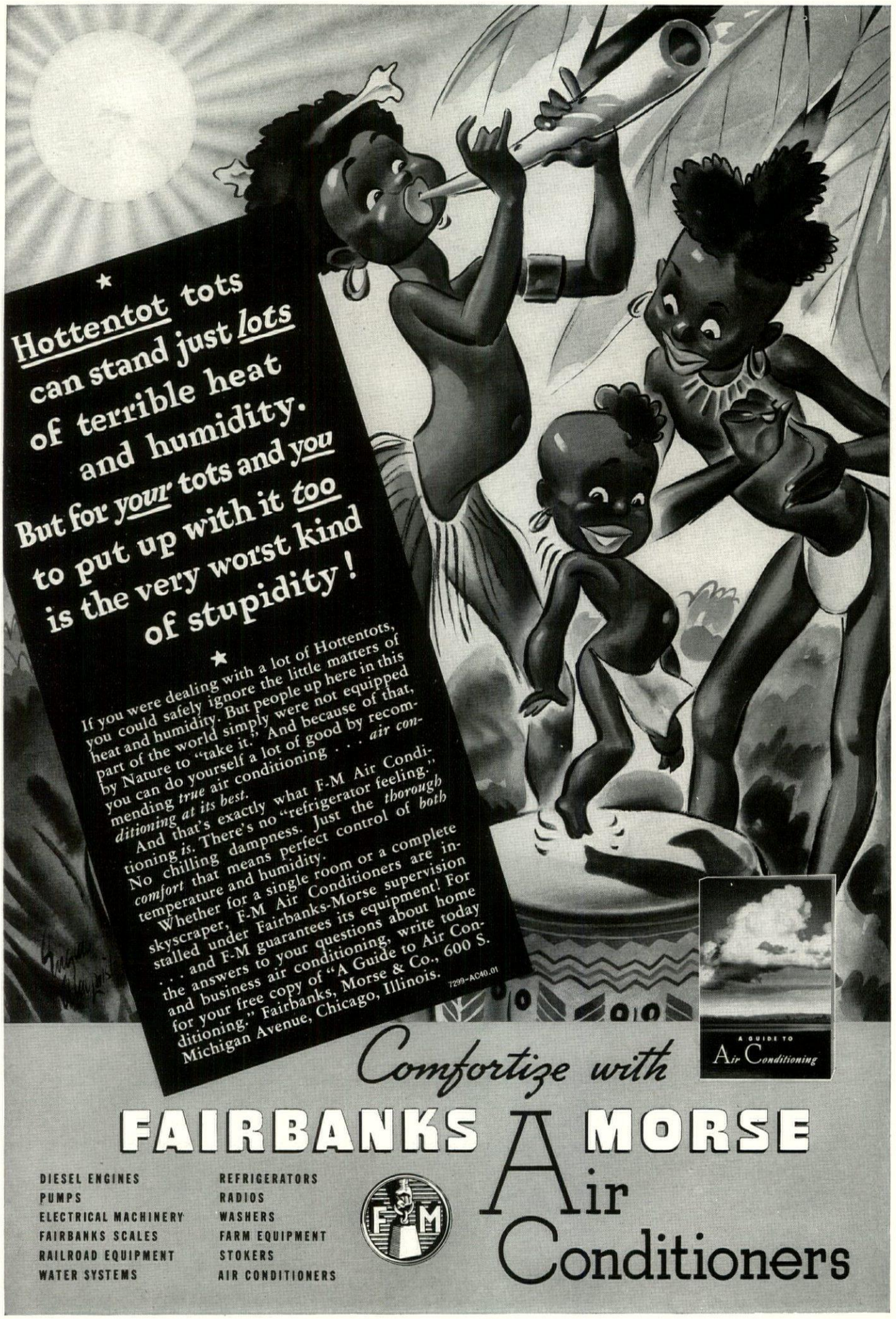
Specify *beauty* as well as comfort and efficiency in heating. Modine Copper Concealed Radiation (Convectors) is most modern, and most attractively distinctive in appearance. And because it takes full advantage of the many superiorities of a steam or hot water system, it is the most adaptable to automatic heating, and to split system air conditioning.

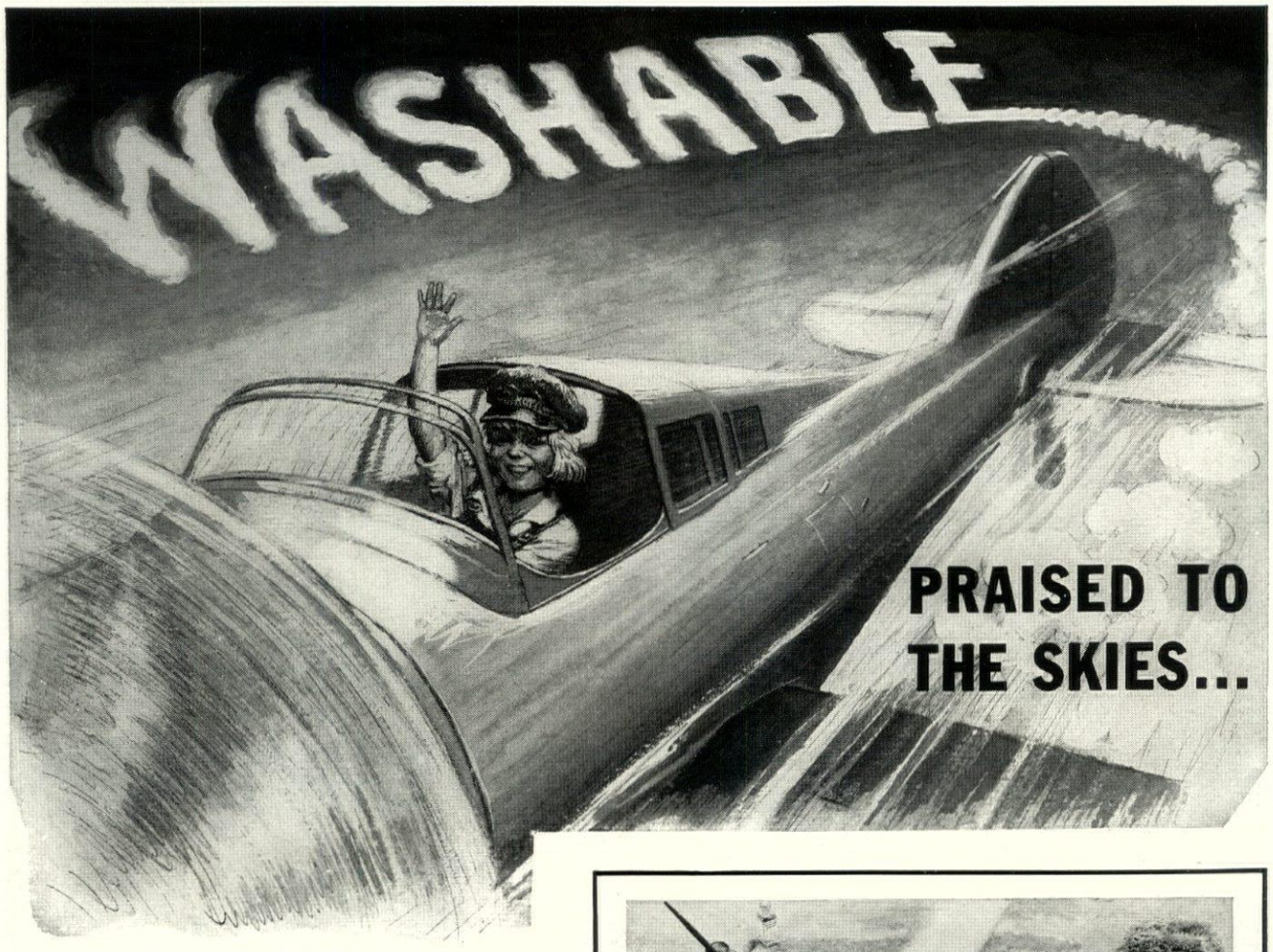
Modine Convectors take no usable floor or wall space. The heating unit is entirely concealed. Enclosures are truly beautiful. Graceful of line, pleasingly proportioned, with their *wide* variety of *die cast* grilles . . . they harmonize perfectly with the appointments of even the finest interior.

Instead of cast iron, the compact, effective Modine heating unit is enduring *copper* . . . faster heating, economical of fuel, instantly responsive to automatic control. *Write for literature.*

MODINE MANUFACTURING COMPANY
1736 RACINE STREET RACINE, WISCONSIN
HEATING, COOLING AND AIR CONDITIONING EQUIPMENT FOR RESIDENTIAL, COMMERCIAL AND INDUSTRIAL APPLICATION

MODINE *Copper* CONCEALED RADIATION


★
Hottentot tots can stand just lots of terrible heat and humidity.
But for your tots and you to put up with it too is the very worst kind of stupidity!
★
If you were dealing with a lot of Hottentots, you could safely ignore the little matters of heat and humidity. But people up here in this part of the world simply were not equipped by Nature to "take it." And because of that, you can do yourself a lot of good by recommending true air conditioning . . . air conditioning at its best.
And that's exactly what F-M Air Conditioning is. There's no "refrigerator feeling." No chilling dampness. Just the thorough comfort that means perfect control of both temperature and humidity.
Whether for a single room or a complete skyscraper, F-M Air Conditioners are installed under Fairbanks-Morse supervision . . . and F-M guarantees its equipment! For the answers to your questions about home and business air conditioning, write today for your free copy of "A Guide to Air Conditioning," Fairbanks, Morse & Co., 600 S. Michigan Avenue, Chicago, Illinois.
7299-AC40.01
A GUIDE TO Air Conditioning
Comfortize with
FAIRBANKS MORSE
Air Conditioners
DIESEL ENGINES
PUMPS
ELECTRICAL MACHINERY
FAIRBANKS SCALES
RAILROAD EQUIPMENT
WATER SYSTEMS
REFRIGERATORS
RADIOS
WASHERS
FARM EQUIPMENT
STOKERS
AIR CONDITIONERS



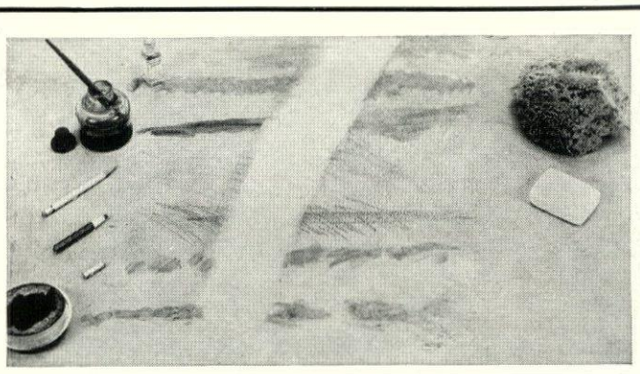
DURING recent years, a new interior paint has been winning highest praise from architects and property owners. These men who have checked up on this new "flat" agree that it is a long step forward. They recognize that a new measure of value has been established by paint made with Dutch Boy White-Lead and Lead Mixing Oil.

Specially enthusiastic are comments on this paint's washability. That's important. As you've probably observed, many an interior paint job is "all washed up" simply because it isn't washable. It needs repainting, not because the paint has *worn out* but because dirt can't be *washed out.*

A Real Clean-Up

Saying that this paint is really washable means two things: (1) Its beauty is not destroyed by hard scrubbings. (2) Those scrubbings actually get you somewhere. Test panel at right shows how stubborn stains and dirt really do "come out in the wash." That explains why paint made with this Dutch Boy combination saves money formerly spent for over-frequent repaintings.

Of course, washability isn't the whole story. This paint has all the beauty and durability for which white-lead has long been famous. Because of its excellent sealing power, it stops suction and hides firecracks. And it saves money in more ways than one. It mixes quickly, spreads easily and has high coverage—800 sq. ft. per gal. on smooth plaster. Those three qualities mean low first cost. Then add long wear and real cleanability, and you have *long-run* economy also.



This test panel is a 2' x 3' piece of wallboard, painted with Dutch Boy White-Lead and Lead Mixing Oil. For a solid week, this panel lay in a busy corridor. It was walked on by hundreds of people daily. Horizontal streaks show how it was then defaced with grease, ink, pencil, crayon, shoe blacking, lipstick, etc. Swath shows marks completely removed by washing with soap and water.

NATIONAL LEAD COMPANY — 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



DUTCH BOY WHITE-LEAD AND LEAD MIXING OIL



Fabric insert that acts as a "breaker strip"

ONE reason — and an *important* one — why Goodyear Rubber Flooring wears better, lasts longer and doesn't stretch or buckle is that it has a fabric insert in every piece.

In a cross section of the flooring you can see that the function of this insert is comparable to that of the cotton "breaker strip" in auto tires.

It *diffuses* furniture weight over a larger area.

It *spreads* the shock of every footfall or other impact.

It *protects* the underlying adhesive — prevents creeping — helps resist any force tending to push the flooring out of position.

The diagram above shows how the insert lessens the damaging effects of "point loading." What it *doesn't* show is that the "breaker strip" is approximately 2/64 of an inch from the bottom side of the flooring — *the ideal placement for all gauges as proved by exhaustive performance tests.*

But this is just *one* reason why it pays to specify Goodyear Rubber Flooring and Goodyear Wingfoot Wall Rubber. The others, which are listed below, are familiar to most architects.

And for further information, please write Goodyear, Akron, Ohio — or Los Angeles, California.

CHECK THESE ADVANTAGES of GOODYEAR RUBBER FLOORING and WINGFOOT WALL RUBBER

BEAUTY — choice of rich colors and combinations, harmonizing with any decorative scheme.

DURABILITY and CLEANLINESS — smooth, resilient, permanent surface easily kept clean and fresh with damp cloth.

FIRE- AND STAIN-RESISTANT — not permanently marred by smoke, alcohol, inks or most acids.

APPLICATION — Goodyear Wingfoot Wall Rubber comes in rolls, one yard wide, 1/16" thick; easy to apply.

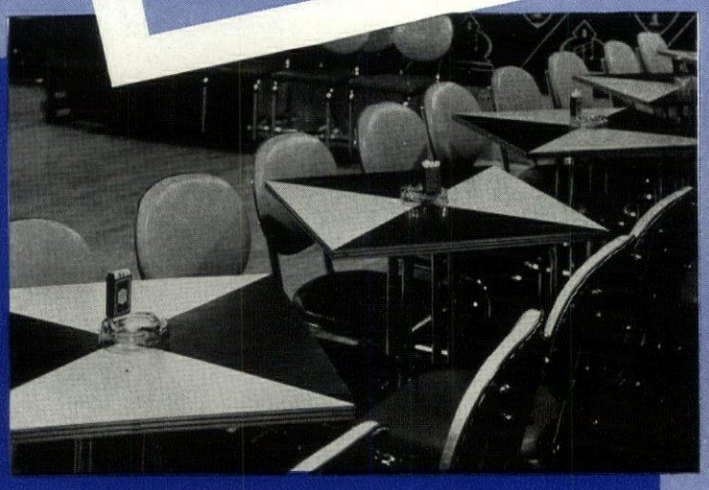
Goodyear Rubber Flooring comes in two styles — individual tiles, and continuous rolls. A fabric insert — similar to the breaker strip in auto tires — diffuses traffic shock, protects the adhesive, and prevents creeping, stretching and buckling.

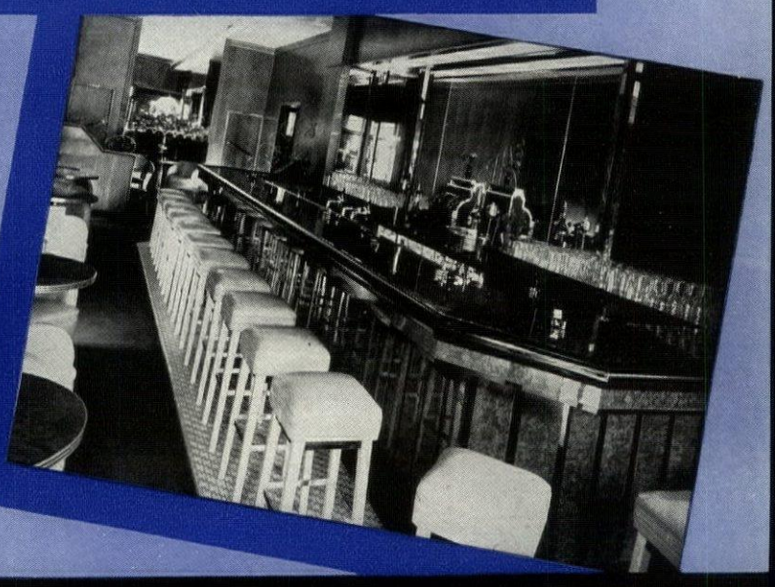
THE GREATEST NAME IN RUBBER
GOODYEAR

Rubber FLOORING *and* WINGFOOT WALL RUBBER

IT'S "The Tops" FOR TOPS







WESTINGHOUSE MICARTA

FOR the TOP of anything — be it restaurant counter, bar, table, desk, shelves or sinks — Micarta, a laminated phenolic plastic, made to individual specifications by Westinghouse, is a great money saver.

CONSIDER THESE ADVANTAGES—

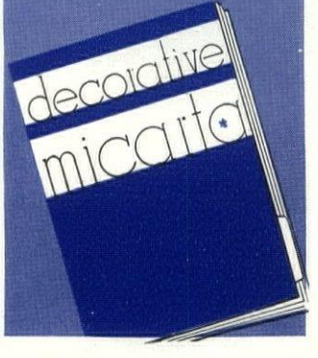
Decorative — Micarta is adaptable to any design . . . in any color, pastel, or combination of colors. *Permanent* — Its finish is part of the material itself . . . and refinishing costs are eliminated. *Easily Cleaned* — It does not stain or spot . . . is unmarred by spilled liquors and smoldering cigarettes . . . and it is quickly and easily cleaned with ordinary soap and water. Inexpensive — Low in first cost, low in cleaning and upkeep cost . . . requiring no replacement or refinishing.

MICARTA REPLACES MANY MATERIALS—

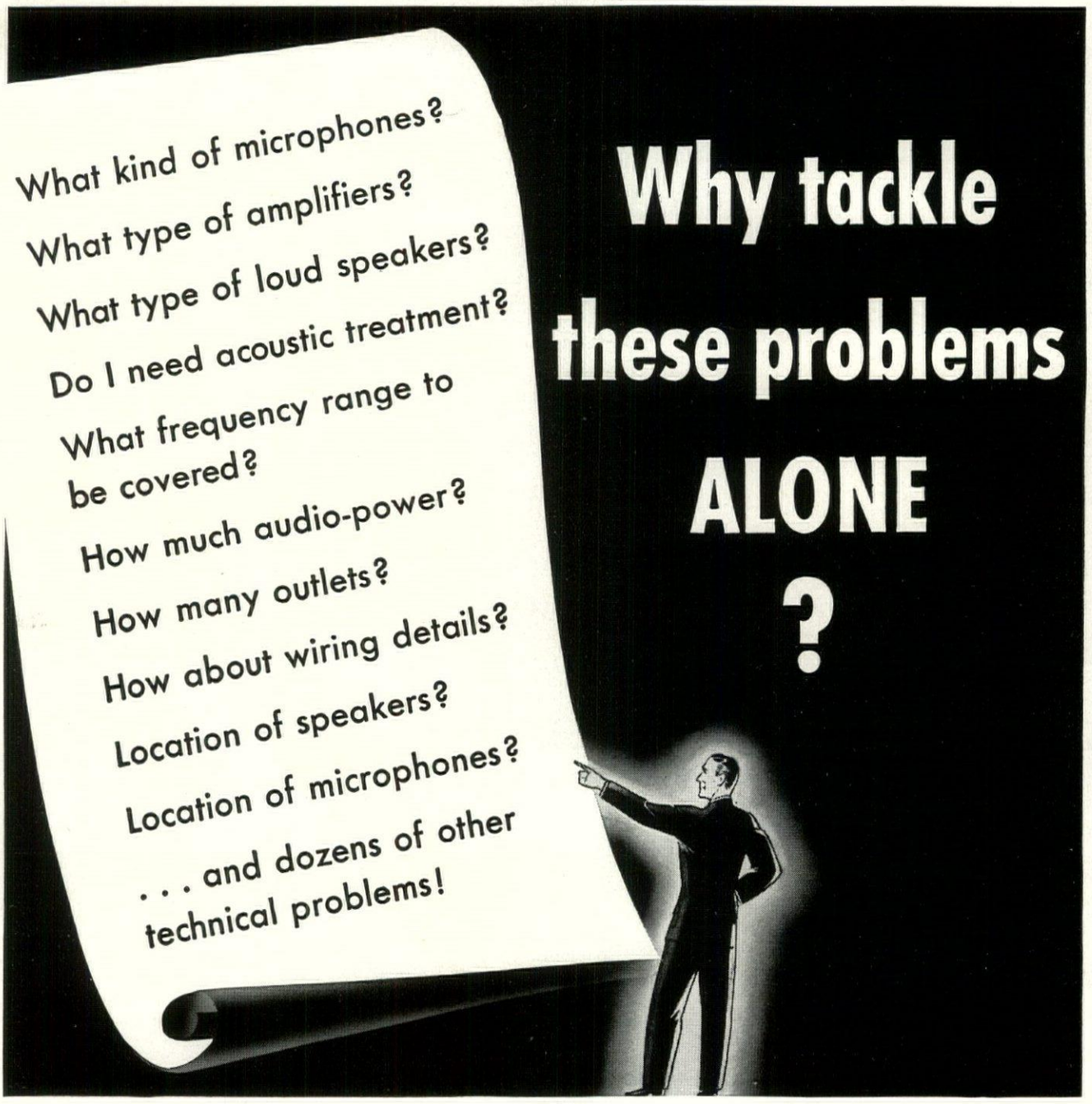
Micarta has the beauty and warmth of wood — but is harder and more durable. It has metal's strength, without its coldness. Its glass-like surface is impervious to liquids of all kinds — yet it does not crack, chip, or break. Best of all, Micarta's finish, a part of the material itself, is unaffected by wear. Micarta is permanent and stainless . . . and it stays bright and clean. Because it is sound-deadening, service noises are reduced . . . and because it is resilient, glassware breakage is lowered.

J-06130

Write today for our interesting booklet on Micarta Tops. Address Dept. 278, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.



Westinghouse *Decorative* **MICARTA**



. . . when it's so easy to get "SOUND" advice

Planning a sound distributing system calls for highly specialized knowledge. If you try to "go it alone," you'll add a multitude of worries to your list that's already long enough!

Why not do what many leading architects do?—call on Graybar's experts for "Sound" advice.

Through them, you get the combined knowledge of Bell Telephone Laboratories, Western Electric and Graybar—gained in engineering many hundreds of Western Electric sound amplifying and distributing systems. They'll take all your worries—give you an installation that's tailor-made to fit your project.

When you face a sound distributing problem, write to Graybar Electric Co., Graybar Building, New York, for "Sound" advice!

Distributed by GraybaR ELECTRIC COMPANY

Western Electric

LEADERS IN SOUND-TRANSMISSION APPARATUS



EVERY year housewives, tailors -- and bachelors -- use 625 tons of steel needles -- and needles are only one of literally countless products of steel on which your life, your comfort, and civilization itself depend.

Eliminate steel in your daily activity, and picture what a dismal existence you would lead. You sleep in comfort on steel springs. You shave with a steel razor, bathe in a steel tub. Your breakfast coffee percolates in a steel pot on a steel range. You ride to work in a steel automobile, street car or train. You work in a steel-framed building, at a steel typewriter, desk or machine. You go to a motion picture made and projected with steel equipment. As a nightcap you may enjoy a glass of beer from a tin-plated steel can.

To carry you comfortably through such a day, hundreds of different kinds of steel are required. To develop these different steels, on which modern life and progress depend, Youngstown has poured millions into research to find better steels, to better serve expanding human needs.

THE YOUNGSTOWN SHEET AND TUBE COMPANY

Manufacturers of Carbon and Alloy Steels

General Offices • YOUNGSTOWN, OHIO

Sheets - Plates - Pipe and Tubular Products - Conduit - Tin Plate - Bars - Rods - Wire - Nails - Unions - Tie Plates and Spikes

25-8A

YOUNGSTOWN

Away from your desk . . .
What is your *Professional*



● After you have satisfied your rejuvenated appetite with an ample quantity of delicious camp fare—after you have inhaled a soothing combination of evening air and smoke from your favorite pipe—after you have discussed the day's experiences—then the conversation often turns to subjects related to your business.

Your perspective is clearer. Your viewpoint is less biased, because it is not forced. The pressure of immediate responsibilities is relaxed. And relative values assume different proportions. You have, undoubtedly, benefited many times from the conclusions of such discussions.

Considered in the same calm, detached manner of the campfire conversations, what are your opinions on this complicated subject of heating? Have *you* sufficient *facts* and information about modern bituminous coal or coke to formulate authoritatively *your* "professional viewpoint" on this type of heating which is yearly becoming more and more important?

NATIONAL COAL ASSOCIATION

NATIONAL COAL ASSOCIATION

Viewpoint on HEATING?



THE widespread recognition of the advantages of Automatic Bituminous Coal burning is sweeping the country. It has become a vitally important consideration for everyone connected with the building industry. For during 1937 the number of installations increased over one hundred thousand. In 1938, additional thousands of homeowners will realize the benefits of automatic coal heat from installations now going in. The increasing popularity of automatic coal heating demands a full understanding of its characteristics.

A growing recognition of the economy of hand-fired bituminous coal or coke, its convenience when burned in the modern manner and the assurance of a long-time supply, also indicate the advisability of providing coal storage, no matter what fuel fad is in your client's mind at the moment.

For ready reference when studying the design of homes for modern heating, we have prepared a portfolio which explains the fundamental principles of designing a home for modern bituminous coal or coke heating, illustrated with isometric drawings and scale floor plans of typical modern basements.

Send for your free copy of this portfolio, "A New Service for Architects and Builders—Basement Plans for Modern Bituminous Coal Heating." It will help you arrive at a more accurate, *away-from-the-desk* "professional viewpoint" of today's achievements for tomorrow's heating.



Copyright—National Coal Association, 1938

NATIONAL COAL ASSOCIATION
The National Organization of Bituminous Coal Operators

804 Southern Bldg. WASHINGTON, D. C.
307 N. Michigan Ave. CHICAGO, ILLINOIS

Please send me a set of "Six Typical Basement Designs for Modern Bituminous Coal Heating," A. I. A. File 30-G. I understand there is no obligation involved.

Name.....

Firm.....

Street.....

City..... *State*.....

AF-7-38

NATIONAL COAL ASSOCIATION



APPROVED EQUIPMENT

The presence of The Anthracite Industries, Inc., Seal of Approval on heating equipment indicates satisfactory performance in a series of exhaustive, unbiased tests, using Pennsylvania Anthracite. This symbol is a dependable buying guide in the selection of modern anthracite heating equipment.

BOILERS*

ARCO No. 7 IDEAL BOILER
American Radiator Co., 40 W. 40th St., N. Y. C.

BURNHAM ANTHRA-HEAT UNIT (Magazine Feed). Burnham Boiler Corp., Irvington, N. Y.

FITZGIBBONS ANTHRA-HEAT BOILER (Magazine), and "COAL-EIGHTY" (Stoker-fired). Fitzgibbons Boiler Co., Inc., N. Y. C.

INTERNATIONAL STOKER-BOILER (Stoker-fired). International Boiler Works, E. Stroudsburg, Pa.

KEWANEE ROUND TYPE R BOILER
Kewanee Boiler Corp., Kewanee, Ill.

NEWPORT (Magazine Feed)
Richardson & Boynton, New York

PEERLESS TYPE EB BOILER. Peerless Heater Div., Eastern Foundry Co., Boyertown, Pa.

SPENCER (Magazine Feed). SPENCER STEEL STOKER BOILER (Stoker-fired). Spencer Heater Div., Lycoming Mfg. Co., Williamsport, Pa.

WEIL-McLAIN (Magazine Feed)
Weil-McLain Co., Michigan City, Ind.

WARM AIR FURNACES*

ALLIS-CHALMERS UNIVERSAL HEATER (Magazine Feed Type)
Allis-Chalmers Mfg. Co., Milwaukee, Wis.

FITZGIBBONS DIRECTAIRE (Approved for stoker-firing only).
Fitzgibbons Boiler Co., Inc., N. Y. C.

FOX SUNBEAM FURNACE (Stoker-Fired)
Fox Furnace Co., Elyria, Ohio

KELSEY WARM AIR GENERATOR (Approved for stoker firing only).
Kelsey Heating Co., Syracuse, N. Y.

MUELLER STEEL WARM AIR FURNACE
L. J. Mueller Furnace Co., Milwaukee, Wis.

SPEAR WARM AIR DISTRIBUTOR (Approved for stoker firing only). James Spear Stove & Heater Co., 1823 Market St., Philadelphia, Pa.

WATERMAN WATERBURY AIR CONDITIONER. (Approved for stoker firing only.)
Waterman Waterbury Co., Minneapolis, Minn.

**Any of the boiler or warm air furnace manufacturers listed above will furnish complete information on winter anthracite air-conditioning.*

AUTOMATIC ANTHRACITE STOKERS

AUTOCOAL ANTHRACITE STOKER
Crane Co., 836 S. Michigan Ave., Chicago, Ill.

COOPER. Cooper & Cooper, Inc.,
37 Fenn St., Pittsfield, Mass.

D & E AUTOMATIC ANTHRACITE BURNERS
Dickson & Eddy, 17 Battery Place, N. Y. C.

ELECTRIC FURNACE-MAN
Electric Furnace-Man, Inc., 7 Dey St., N. Y. C.

FAIRBANKS-MORSE (Hopper Feed Only). Fairbanks, Morse & Co., 900 S. Wabash Av., Chicago.

FLYNN & EMRICH ANTHRACITE STOKER
Flynn & Emrich Co., Baltimore, Md.

FREDERICK ANTHRACITE BURNER
Frederick Iron & Steel Co., Frederick, Md.

FREED
Freed Heater & Mfg. Co., Collegeville, Pa.

FUEL SAVERS
Fuel Savers, Inc., 15 & Herr Sts., Harrisburg, Pa.

GENERAL STOKER
General Stokers, Inc., Broad St. Station, Phila.

GILKOAL
Catskill Metal Works, Catskill, N. Y.

HERCULES ANTHRACITE BURNER
Sears, Roebuck & Co., Chicago, Ill.

HOLLAND ANTHRACITE STOKER
Holland Furnace Co., Holland, Mich.

IRON FIREMAN. Iron Fireman Mfg. Co., 420 Lexington Ave., N. Y. C.

LINK-BELT (Hopper Feed Only). Link-Belt Co., 2045 W. Hunting Park Ave., Philadelphia, Pa.

MASTER ANTHRACITE STOKER
Muncie Gear Works, Inc., Muncie, Ind.

MOTORSTOKOR
Hershey Machine & Foundry Co., Manheim, Pa.

NEWTON STOKERS. Newton Supply Co., 53rd & Baltimore Ave., Philadelphia, Pa.

SKELLY
Combustion Engr. Co., 60 E. 42nd St., N. Y. C.

STOKOL
Schwitzer-Cummins Co., Indianapolis, Ind.

VULCAN
Vulcan Anthracite Stoker Co., Wilkes-Barre, Pa.

BURNER BOILER UNITS

IMP. V. M. Cruikshank Utilities,
18 S. 7th St., Sunbury, Pa.

WESTINGHOUSE. Westinghouse Electric Co., 3001 Walnut St., Philadelphia, Pa.

THERMOSTATIC CONTROLS

AFCO ALL-ELECTRIC HEAT REGULATOR
Atlas Foundry Co., Irvington, N. J.

CHANDLER HEAT REGULATOR
Cleveland Steel Products Co., Wellington, Ohio

COOK HEAT CONTROL
Cook Electric Co., 2700 Southport Ave., Chicago

DETROIT ROOM THERMOSTAT. Detroit Lubricator Co., 5900 Trumbull Ave., Detroit

ELECTRIC JANITOR. Minneapolis-Honeywell Regulator Corp., Minneapolis, Minn.

GLEASON-AVERY ELEC. TEMP. REGULATORS
Gleason-Avery, Inc., 27 Clark St., Auburn, N. Y.

MASTER HEAT REGULATOR. White Mfg. Co., 2362 University Ave., St. Paul, Minn.

MERCOID CONTROLS
Mercoid Corp., 4201 Belmont Ave., Chicago, Ill.

MINNEAPOLIS-HONEYWELL CONTROLS
Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

PENN TEMTROL
Penn Electric Switch Co., Goshen, Ind.

PERFEX CONTROLS. Perfex Controls Co., 915 W. Oklahoma Place, Milwaukee, Wis.

PIONEER HEAT REGULATORS. Pioneer Heat Reg. Div., Master Electric Co., Dayton, Ohio

RUSSELL "HOLD-HEET" THERMOSTAT
Russell Electric Co., 340 W. Huron St., Chicago

SHEER HEAT REGULATORS
H. M. Sheer Co., Quincy, Ill.

THRUSH RADIANT HEAT CONTROL
H. A. Thrush & Co., Peru, Ind.

UNITED CONTROLS No. 11 THERMOSTAT
United Electric Controls Co., Boston, Mass.

CONTROLS FOR TANK HEATERS

(Domestic Hot Water Supply)

ANTHRACITE HOT WATER REGULATOR & 'BLUE COAL' HOT WATER REGULATOR
D. L. & W. Coal Co., 120 Broadway, N. Y. C.

DEEGAN No. 122 REGULATOR.
Deegan Regulator Co., 725 E. 135th St., N.Y.C.

JAMES REGULATOR. James Regulator Co., 382 Peacock St., Pottsville, Pa.

METAPHRAM H-3 REGULATOR
National Reg. Div., Minn.-Honeywell Reg. Co., 2301 Knox Ave., Chicago, Ill.

SYLPHON REGULATOR
Fulton Sylphon Co., Knoxville, Tenn.

SERVICE WATER HEATING EQUIPMENT

(Domestic Hot Water Supply)

Tank Heaters*

BENGAL (Magazine Feed Type)
Floyd-Wells Co., Royersford, Pa.

FREED (Magazine Feed Type)
Freed Heater & Mfg. Co., Collegeville, Pa.

PEERLESS (Magazine Feed Type). Peerless Htr. Div., Eastern Foundry Co., Boyertown, Pa.

ELECTRIC FURNACE-MAN (Stoker-fired for large installations)
Electric Furnace-Man, Inc., 7 Dey St., N. Y. C.

SPENCER HEATERS
Spencer Heater, Williamsport, Pa.

**In addition to these specialized heaters, there are a number of standard tank heaters available through various plumbing supply houses. When equipped with an Approved Control and a proper sized tank, these units give remarkable satisfaction and economy with Anthracite.*

INDIRECT HEATERS

B & G
Bell & Gossett Co., 3000 Wallace St., Chicago

EXCELSO. Excelso Products Co., 65 Clyde Ave., Buffalo, N. Y.

PARACOIL. Davis Engineering Corp., 1058-72 E. Grand Ave., Elizabeth, N. J.

TACO
Taco Heaters, Inc., 342 Madison Ave., N. Y. C.

KITCHEN RANGES

AGA STOVE
Aga Stove Co., 500 Fifth Ave., N. Y. C.

DUTCH OVEN KITCHEN RANGE
Glove Stove & Range Co., Kokomo, Ind.

JEDDO-HIGHLAND HEATERANGE
Heaterange Corp., Jeddo, Pa.

KOL-AX RANGE
Kol-Ax Co., Inc., Stroudsburg, Pa.

NEW YORK FRENCH RANGE. New York French Range Co., 188 Chambers St., N. Y. C.

SPACE HEATERS

BRILLIANT MONOGRAM BASE BURNER
Quincy Mfg. Co., Quincy, Ill.

GLOW BOY PARLOR HEATER
Globe Stove & Range Co., Kokomo, Ind.

RENOWN
Renown Stove Co., Owosso, Mich.

ESTATE HEATROLA
Estate Stove Co., Hamilton, Ohio

ANTHRACITE INDUSTRIES, INC., Chrysler Bldg., New York

WHY 'INCOR' 24-HOUR CEMENT MAKES IT EASIER TO GET STRONG, DENSE, NON-DUSTING CONCRETE

EXAMPLE: HEAVY-DUTY FLOOR SOUND AS BELL AFTER 8 YEARS' 19-HOUR-A-DAY USE



RECALLING the old saying about "the proof of the pudding": This floor at Walnut Grove Dairies, Alton, Ill., was re-surfaced in August, 1929, with 'Incor' 24-Hour Cement. More than 8 years' heavy-duty service—19 hours a day, 7 days a week, constantly exposed to milk-spill—yet, the concrete still is as sound as a bell. Part of a service record covering more than a decade which shows that faster job-curing with 'Incor' helps assure strong, dense, long-lasting concrete. Reason:

Good workmanship, of course; but also because 'Incor', a more thoroughly processed Portland cement, cures thoroughly in the short time concrete can be kept wet under job conditions. 'Incor'* cures 5 times as fast, so it only has to be kept wet one-fifth as long. That means thorough curing in 24 to 48 hours—better concrete 6 to 8 days sooner, at a fraction of the usual curing cost.

Suggesting that, on new floors and replacements, as well as on all watertight concrete work, contractors should be encouraged to estimate under specifications which take full advantage of 'Incor's greater curing efficiency. Write for copy of "Heavy-Duty Floors." Lone Star Cement Corporation, Room 2277, 342 Madison Avenue, New York.

*Reg. U. S. Pat. Off.

LONE STAR CEMENT CORPORATION

MAKERS OF LONE STAR CEMENT...'INCOR' 24-HOUR CEMENT

LASTING BEAUTY ★ DEPENDABLE SERVICE ★ LOW UPKEEP COST



-WITH RUSTLESS METAL

Entrances

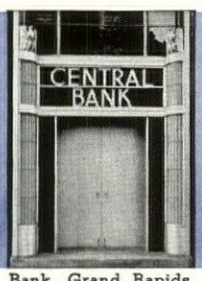
BY Kawneer

Standard Kawneer Welded Tubular Door in Alumilited Aluminum. Installed in Home Furniture Co. Store Front, Fort Dodge, Iowa.

A MOST significant recent development is the rapidly increasing use of Kawneer Rustless Metal Doors and Entrances in store fronts, commercial and public buildings, and residences. Kawneer Doors offer interesting possibilities for the designer. Attractive and beautiful, they harmonize with the rest of the building and make the entrance unusually inviting. Maintenance and upkeep costs are eliminated, since these sturdy doors require no painting or refitting—will not warp, swell, shrink or sag. They require practically no attention—offer years and years of dependable service. Furnished in aluminum, bronze, or other durable non-ferrous metals—in welded-tubular and flush types for buildings and store fronts; in tubular and casement types for residential work. Kawneer furnishes the complete entrance with doors, frame, transom, side lights and ornamental work as specified.



Store front, New York. Chas. Telchin & F. Ginna, Architects.

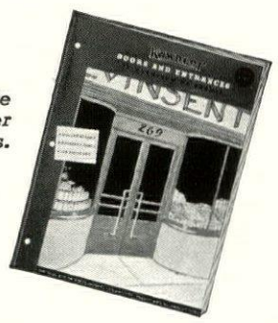


Bank, Grand Rapids, Mich. Knecht, McCarty & Thebaud, Inc. Arch.



Residence in Kansas City. Edward W. Tanner, Architect.

Send for this complete new booklet on Kawneer Doors and Entrances. No obligation.



FOUNDED IN 1905—
BY A PRACTICING ARCHITECT

Kawneer

Rustless Metal Store Fronts • Doors • Sealair Windows • Architectural Metal Work

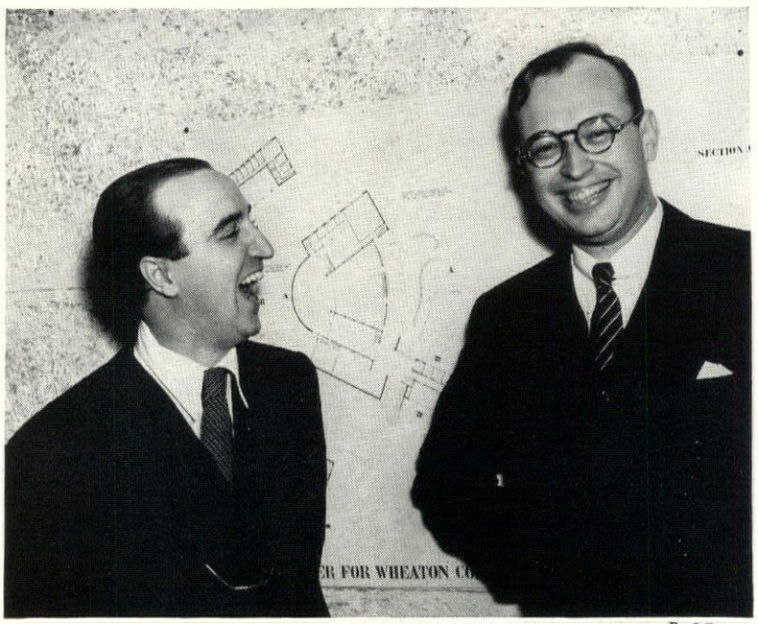
For data see catalogs in SWEET'S; or write The Kawneer Company, at Niles, Michigan, New York, Chicago, or Berkeley, Calif.

Dealers in principal cities.

AWARDS: WHEATON COLLEGE COMPETITION

CONDUCTED BY THE MUSEUM OF MODERN ART AND THE ARCHITECTURAL FORUM.

JURY: DR. WALTER CURT BEHRENDT, JOHN McANDREW (Chairman), STANLEY R. McCANDLESS, JOHN WELLBORN ROOT, DR. ESTHER ISABEL SEAVER, EDWARD STONE, ROLAND WANK . . . **PROFESSIONAL ADVISER** GEORGE NELSON.



Paul Dorsey

PRIZE: RICHARD BENNETT (above right) and CALEB HORNBOSTEL, New York City.

PLACED SECOND: WALTER GROPIUS and MARCEL BREUER, Cambridge, Mass.

PLACED THIRD: PAUL WIENER, JOHN W. STEDMAN, PIERRE BEZY, New York City.

PLACED FOURTH: ALEXIS DUKELSKI, New York City.

PLACED FIFTH: PERCIVAL GOODMAN, New York City.
LYNDON AND SMITH, Detroit, Mich.
EERO SAARINEN, Bloomfield Hills, Mich.

MENTION:

ROBERT GREEN and GORDON BUNSHAFT, New York City.
ROBERT T. HANDREN, New York City.
CARTER EDMUND HEWITT, Peoria, Ill.
GEORGE HOWE, Philadelphia.
RICHARD J. NEUTRA, Los Angeles.
G. HOLMES PERKINS and FRANCES W. HARTWELL, Boston.
JOHN B. RODGERS, WILLIAM T. PRIESTLEY, JR., and CARL F. BRAUER, New York City.

The report of the Jury, biographies of successful competitors, and the premiated designs will be published in the AUGUST issue of THE ARCHITECTURAL FORUM.

AMERICAN GAS ASSOCIATION COMPETITION

CONDUCTED BY THE ARCHITECTURAL FORUM

THE JURY: CHAIRMAN: H. ROY KELLEY, Los Angeles, Calif. ARCHITECTS: ERIC W. HALDENBY, Toronto, Canada, JOSEPH V. HUDNUT, Cambridge, Mass., RICHARD KOCH, New Orleans, La., ALFRED P. SHAW, Chicago, Ill., and OTTO TEEGEN, New York, N. Y. HOME DEVELOPERS: WALTER J. COLLET, Scarsdale, N. Y., HUGH POTTER, Houston, Texas and WAVERLY TAYLOR, Washington, D. C. TOWN PLANNER: CLARENCE S. STEIN, New York, N. Y.

THE WINNERS:

CLASS I. HOME COMPETITION

$1,000 PRIZES

ALDEN BECKER, Los Angeles, Calif.
W. C. HOUTZ, ARTHUR McVOY, LEONARD WAYMAN, Bloomfield Hills, Mich.
CLARENCE W. JAHN, EDWIN A. WAGNER, Milwaukee, Wis.
JOHN STENKEN, Leonia, N. J.

$300 PRIZES

GEORGE D. CONNOR, Washington, D. C.
FRANK S. DOUGHERTY, Wilmington, Del.
HENRY P. POLI, Mt. Lebanon, Pittsburgh, Pa., and JAMES J. STEVENSON, Pittsburgh, Pa.
HERBERT STRUPPMANN, Woodhaven, N. Y. and HERBERT NEUMANN, Jamaica, N. Y.

$200 PRIZES

FREDERICK E. EMMONS, JR. and DONN EMMONS, Los Angeles, Calif.
J. HERSCHEL FISHER, Austin, Texas
HAYS, SIMPSON and HUNSICKER, Cleveland, Ohio
TALLIE B. MAULE, Sand Springs, Okla. and GEORGE W. EDWARDS, Oklahoma City, Okla.

CLASS II. HOME COMPETITION

$1,000 PRIZES

HAYS, SIMPSON AND HUNSICKER, Cleveland, Ohio
CLARENCE W. JAHN and EDWIN A. WAGNER, Milwaukee, Wis.
JOSEPH SHILOWITZ, Jersey City, N. J.
HUGH STUBBINS and MARC PETER, JR., Boston, Mass.

$300 PRIZES

STEPHEN J. ALLING, New York City
JOHN HIRONIMUS, New York City
R. C. LEVANAS, Los Angeles, Calif.
MARSHALL H. WALKER, Shreveport, La.

$200 PRIZES

MALCOLM P. CAMERON, HOWARD A. TOPP, Los Angeles, Calif.
YUKIO KAKO, Los Angeles, Calif.
MAXWELL ARDEN NORCROSS, Cleveland, Ohio
LOIS WILSON WORLEY, Norman, Okla.

NEIGHBORHOOD PLANNING COMPETITION

$1,000 PRIZE

W. STUART THOMPSON, DONAL McLAUGHLIN and JOSEPH WHITNEY, New York City

$500 PRIZE

GEORGE W. WICKSTEAD, Mt. Airy, Philadelphia, Pa. and R. ANDREW BUSTARD, Collingdale, Pa., and S. DALE KAUFMAN, Philadelphia, Pa.

$200 PRIZE

JAMES M. BERKEY, Spokane, Wash.

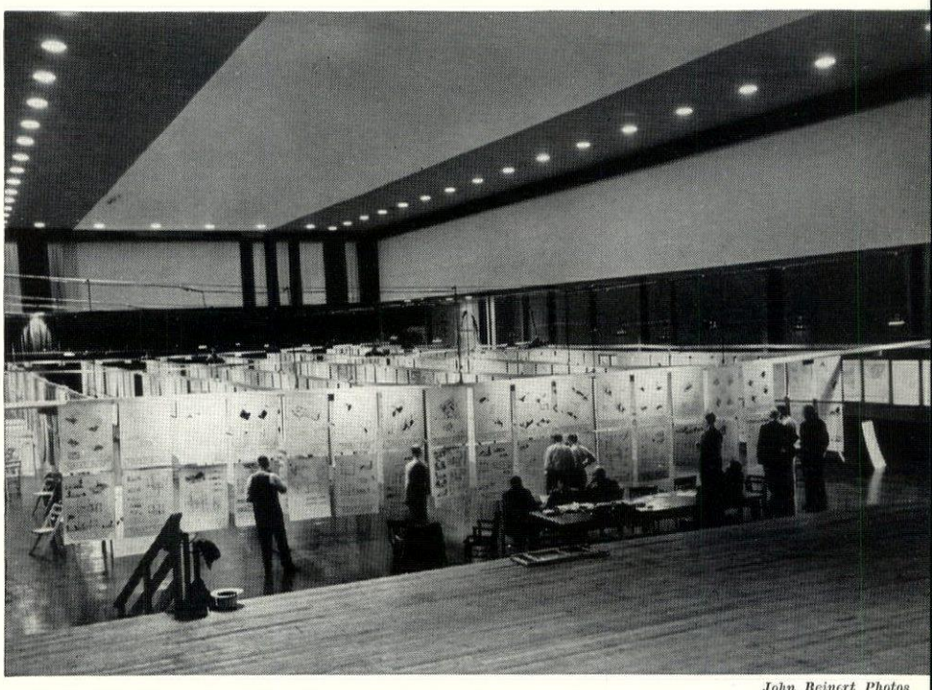
HONORABLE MENTIONS:

W. J. POLLOCK and A. A. SCOTT, Roseburg, Ore.
HAYS, SIMPSON AND HUNSICKER, Cleveland, Ohio

JUDGMENT DAYS



Getting the competitor's point of view: Jury Chairman H. Roy Kelley, an official of the American Gas Association, and Otto Teegen (in the background), examine a brief.



John Beinert Photos

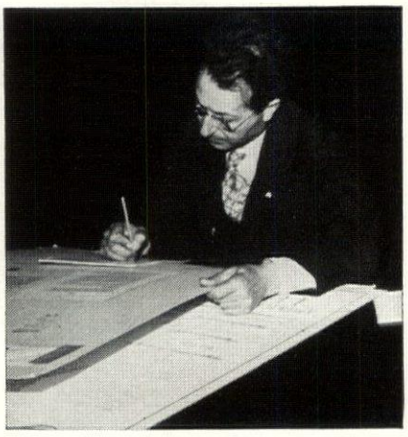
Competition drawings filled the great hall of the Business Administration Building at the New York World's Fair. The Jury is taking a final vote on submissions in Class I.



Otto Teegen records Dean Hudnut's vote: the verdict is apparently unanimous.



By afternoon the Jury takes to its chairs. From left to right: Richard Koch, Dean Hudnut, Major Haldenby, Waverly Taylor, Alfred Shaw (standing), Hugh Potter, Walter J. Collett, H. Roy Kelley and Clarence Stein.



Clarence Stein checks what a neighborhood planning competitor has written against what he drew.



The first day ends: Walter J. Collett, Dean Hudnut; ready to leave, Major Haldenby; at the table, Alfred Shaw and Chairman Kelley.

THE REPORT OF THE JURY

Competitive programs are usually of two types—either very explicit in stating definite and somewhat special conditions, or so general that the competitor has a vast latitude. The first kind is often criticized because it limits the imagination and ingenuity of the competitor by holding him down to a concrete problem, and the second can also be attacked because it means the competitor must write his own program. That, in itself, is not so difficult provided he has definite points of view, but usually with so much freedom he is confronted with such a variety of approaches that he has difficulty in deciding which to choose.

To solve a program such as stated in this competition is almost as if a client came to your office and commissioned you to design a house incorporating all the good ideas you ever had. The usual questions one generally asks a client regarding site, exposure, topography or special requirements of plan that might be necessary to satisfy the living habits of the family, are not forthcoming. He refuses to give you any information except that he is married, has two or three children and does not wish the house to exceed more than a certain cube. He will not state a preference for a one-story or two-story structure, you do not know whether he is an outdoors man who would like his house to open out onto terraces and gardens, or whether he prefers the quiet seclusion of a sheltered indoors life. You do not know whether he has one car or two, whether he has a maid who lives in the house or one who comes in by the day. In fact, gentlemen, you would have a tough customer on your hands. His excuse for not giving you more detailed information might be that he does not want to restrict your imagination or inhibit your own preferences because he wants the best that you, to whom he looks for professional advice as he would his doctor for medical attention, can give him.

You may not like this kind of client but times are bad and you take him on. You decide that by some hook or crook, you will be able to gather some information about him from those who know him around town or by looking up the records, but upon investigation you find that he is a newcomer, knows no one and there is no data concerning him. And so you either take the bull by the horns and decide to give him a house that you, who know nothing about him, think he would be happy to live in, or you decide to drop him and wait for someone else to ring your office bell. You and six hundred others decided to tackle him and your solutions under the circumstances are most commendable.

The members of the Jury were fully aware of your difficulties, for they, too, were in the position of deciding which of several approaches were the best. Because of the lack of specific requirements the Jury had, in fact, as did the competitor, to write its own program. It arrived at it, however, in a different manner, because it had an opportunity of surveying all the entries and taking the best suggestions from each to make up a composite whole. The result of such a correlation resulted in a fairly high standard which was not easy of attainment but which many of the competitors achieved. The Jury did not base its judgment on preconceived ideas but evaluated the good points of each design and criticized those details which it believed would be inherently bad in all small houses of this size.

Since practically all the competitors placed the house with the entrance on the north, and the living quarters and bedrooms to the south, the matter of orientation did not become a feature of the judgment. Nor did the choice between one or two story houses arouse much discussion. Both had their good features, the one story plans allowing a greater flexibility of room arrangement but running the risk of losing cube to other purposes than livable area, while the two story houses found the disposition of the elements slightly more limited but were able to use cubage more economically and thus obtain larger rooms.

In Class II it was generally conceded that a competitor who showed a two-car garage as well as a maid's room and bath had come nearer a solution than one who had not provided them. A one-car garage for the Class I house was considered adequate although some questioned if in these days of motor necessity a family of four or five occupying a house of only 24,000 cubic feet would not require space for two cars.

Because of the low amount of cubage used by some entrants in Class II who also provided a one-car garage only and no maid's room, it appeared to the Jury that such designs must have been conceived as a solution for Class I, but entered in Class II when the cube was found to exceed 24,000. Such entrants missed out entirely in Class II, since they did not provide the accommodations deemed necessary to this size house and because it was apparent had they taken advantage of the available cubage they would have arrived nearer a satisfactory solution.

Some on the Jury searched hard for good traditional houses amongst the many modern designs submitted, but apparently few of the competitors wished to solve their problems in the traditional manner and those few usually showed bad taste.

The Jury was of the opinion generally that the garage placed adjacent to the service area of the house where the housewife could drive up with her market purchases and get them into the kitchen directly was better than having the garage far removed from the service wing necessitating an approach to the kitchen through the body of the house.

There was no objection to placing the heating apparatus in the basement, but it was considered best to have the laundry on the first floor adjacent to the kitchen. As a

NOTE: The Jury's Report on the NEIGHBORHOOD PLANNING COMPETITION, premiated and selected designs appear on pages 66 to 74.

matter of fact, most of the competitors placed it there.

Cross ventilation of bedrooms was commended, and it was surprising to find numbers of inside rooms where although there was plenty of glass on one side no cross ventilation would have been possible except by opening a door into the hall.

Despite the fact that houses of 24,000 or 32,000 cu. ft. are still in the category of small houses, the rooms in them should be fairly ample. Had some of the competitors been better acquainted with actual building, they would have realized that owners are interested in getting as large rooms as possible for their money — and that they will accept luxuries involving waste space only after their basic requirements have been satisfied. Too many competitors used so much cube in porches, wide halls, or corridors necessary for circulation that they had to cut the bedrooms to a minimum. There were very few submissions where one could find really adequate rooms. Average master's rooms were about 10 x 12 ft. while some of the children's rooms got down as low as 8 x 10 ft. Even though a bedroom may only be a place in which to sleep, more area than those just stated is required for adequate living.

The kitchen and utility spaces were invariably studied to perfection. In fact, it seemed that many competitors spent much more time on this part of their work than on the solution of the problem proper. It was obvious from the sponsorship of the competition that these areas were significant, but these features were, after all, only a part of the problem and contingent on the real problem which was the design of the house itself. The Jury gave due regard to these service areas, but gave no particular credit to one who had a good kitchen and utility layout but could not give a convincing plan of the house itself.

The usual difficulties, arising in any house design, of reconciling second floor areas with the layout determined for the first floor were present, resulting in an abundance of second floor deck space, sometimes usable but very often not. Such decks were usually an admission of bad planning, particularly when placed over living room areas.

The plans submitted were on the whole much better than the elevations. Many competitors who showed a distinct talent in the organization of the plan had little conception of the organization of the volumes growing out of that plan. Cantilevered roofs, lally columns and many so-called "modern" details were often used with as little reason as the traditionalist uses classic columns and pilasters.

Lack of consideration of the placing of furniture was obvious in many of these plans in living as well as in bedrooms. It may interest some to know it is not convenient to sleep directly under a bank of windows, neither from a health point of view nor one of light. Big area alone does not make a good living room. That depends on a good arrangement of furniture, the usability, as it were, of that area. Some essential pieces of furniture call for a blank wall and many competitors by breaking up the room with openings, fireplaces, and as much glass as possible provided for not one adequate surface to take care of these needs. With all our attempts to tackle the problem of the small house, we will never arrive at a solution until the profession, and those who hope to be a part of it, take into consideration this vital factor of making the interior furnishable.

It is unfortunate that with all the latitude in the world in the choice of site, surroundings, etc., many competitors did not give themselves a fair break, and assumed conditions that always have been and always will be practically impossible to solve. Those who used common sense and assumed conditions that were helpful to a good solution arrived at something better and deserve credit for their intelligence.

It is also unfortunate that instead of correlating their own thoughts and attempting to give the client a new house with a view of their own ideas, some competitors merely went to the filing cabinet, pulled out an old drawing that seemed to fill the bill, dolled it up and sent it out as a "new" work. Others forgot their professional pride even more by going to magazines and practically copying plans and elevations of actual work or past competitions, making only enough minor changes to prevent suit. The Jury at the time of the judgment had no documents to consult and, therefore, should not be held responsible for having chosen some plans which they found out later had obtained their inspiration from a careful study of past prize winners. The most that can be said to the credit of anyone who would take a scheme conceived by someone else is that he recognized a workable plan; and the fact that the Jury again found such schemes good would indicate that they must contain some degree of workability and merit. Such distinction however would hardly seem to be worth while by one who calls himself an architect.

In conclusion, however, it should be said that all competitors deserve recognition for having bravely attacked one of the most difficult problems in architecture, the plan and design of the small house. It is through competitions of this sort that new ideas are promulgated, and it is interesting to observe through the years what influence competition ideas have had on the trend and development of architectural design. Credit belongs to those who bring new ideas to a world needing them, and even though the world may not accept all of them, they are now, nevertheless, a matter of record. And, to those who feel a desire to make their small contribution to architectural progress, this should be a matter of some satisfaction.

About 550 competitors submitted drawings in this competition; 320 entered in Class I, 188 entered in Class II. Of these, ten were not included in the judgment because they exceeded the cubage limited by the program. The Jury convened at noon Wednesday, June eighth and finished its work at noon Saturday, June eleventh. The judgment was held in the Business Administration Building, New York World's Fair, Flushing, New York.

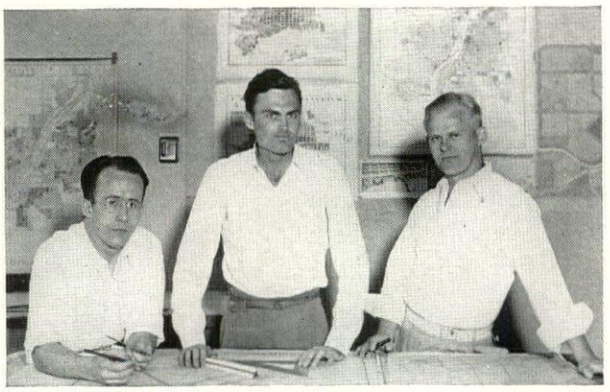
For the Jury by Otto Teegen

NOTE: Captions on the premiated designs are by Mr. Teegen. Those on the selected designs are taken from the competitors' briefs.

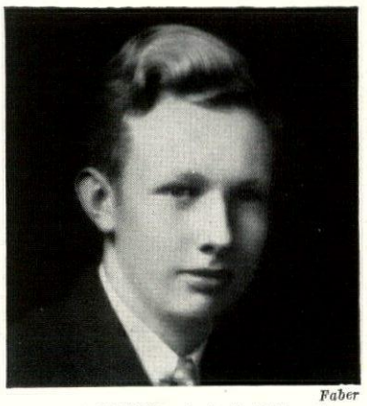
THE WINNERS



CLARENCE W. JAHN (left) and EDWIN A. WAGNER (right), Milwaukee architects. Double Winners, **Class I and II, $1,000 Prizes.**



W. D. HOUTZ, ARTHUR D. McVOY and LEONARD WAYMAN (left to right)—civic design students at Cranbrook Academy of Art engaged in planning research. **Class I, $1,000 Prize.**



Faber

ALDEN BECKER, student, University of Southern California. **Class I, $1,000 Prize.**

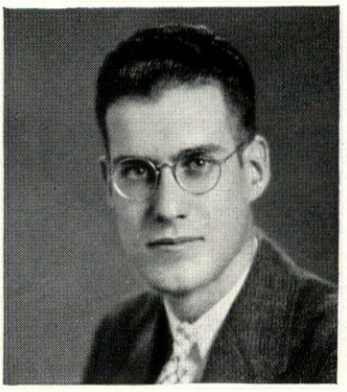


JOHN STENKEN, Leonia, New Jersey architect, employed in office of H. T. Lindeberg. **Class I, $1,000 Prize.**



GEORGE D. CONNER, Washington, D. C. architect, adviser S.C.P.I. **Class I, $300 Prize.**





HENRY P. POLI and JAMES J. STEVENSON, architectural students at Carnegie Institute of Technology. Poli, a native Pittsburgher, son of an Italian ecclesiastical art worker, Stevenson from New Castle, Pa. **Class I, $300 Prize.**



FRANK DOUGHERTY, Wilmington, Delaware designer, office of Brown & Whiteside. **Class I, $300 Prize.**



HERBERT WM. NEUMANN (left) and HERBERT STRUPPMANN (right), Pratt Institute graduates engaged in rendering and free-lancing. **Class I, $300 Prize.**

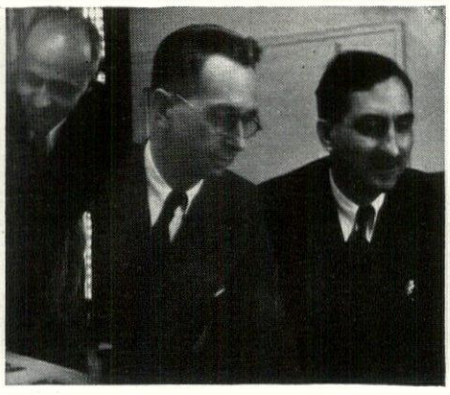




FREDERICK E. EMMONS, JR., Los Angeles architect, general practice, and DUNN EMMONS, draftsman, office of Wm. Wilson Wurster. Brothers. **Class I, $200 Prize.**



J. HERSCHEL FISHER, Austin, Texas draftsman. **Class I, $200 Prize.**



BYRON HUNSICKER (left), J. BYERS HAYS (center) and RUSSELL SIMPSON (right). **Class II, $1,000 Prize, Class I, $200 Prize.**



M. M. Ward



Van Dyke

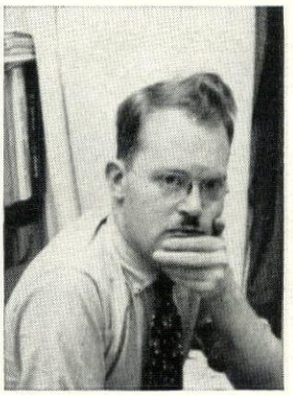
TALLIE B. MAULE, Sand Springs, Okla., and GEORGE W. EDWARDS, Oklahoma City. Students at Oklahoma A. & M. Maule formerly employed by National Park Service, **Class I, $200 Prize.**



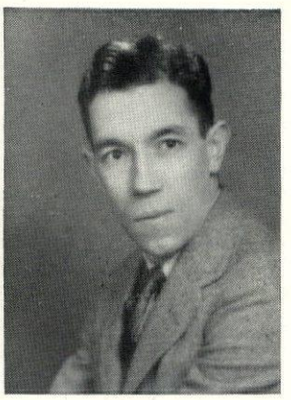
JOSEPH SHILOWITZ, Jersey City architect. **Class II, $1,000 Prize.**



HUGH STUBBINS (left) and MARC PETER, JR. (right), Boston architects. Stubbins work chiefly residental; Peter's, interiors and teaching. **Class II, $1,000 Prize.**



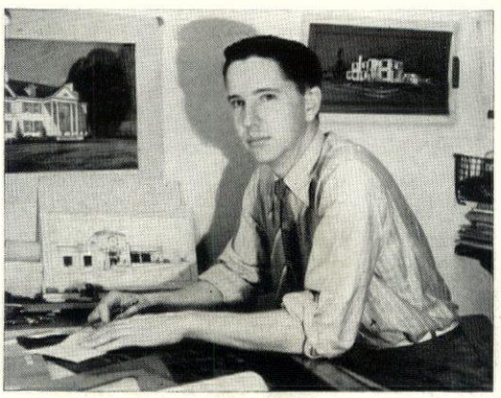
STEPHEN J. ALLING, New York architect. **Class II, $300 Prize.**



JOHN HIRONIMUS, New York architect. **Class II, $300 Prize.**



RAY C. LEVANAS, Los Angeles designer. Work chiefly houses. **Class II, $300 Prize.**



MARSHALL H. WALKER, Shreveport architect. General practice associated with Henry E. Schwarz. Educated University of Texas. **Class II, $300 Prize.**



Berne-Merge

MALCOLM P. CAMERON (left) and HOWARD A. TOPP (right), Los Angeles architects. Work chiefly residences. Partnership since 1930. Graduates of Cornell. **Class II, $200 Prize.**



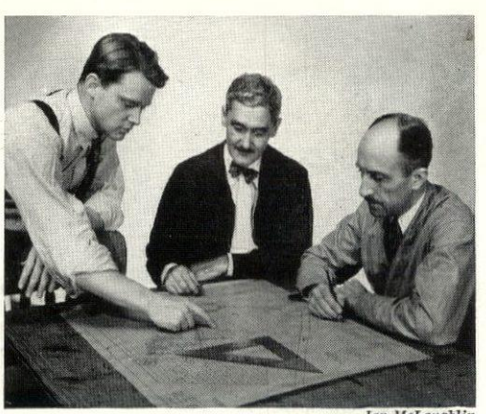
YUKIO KAKO, student University of Southern California. **Class II, $200 Prize.**



MAXWELL ARDEN NORCROSS, Cleveland architect. **Class II, $200 Prize.**



LOIS WILSON WURLEY, Norman, Okla. **Class II, $200 Prize.**



Ian McLaughlin

DONAL McLAUGHLIN, JR., W. STUART THOMPSON and JOSEPH F. WHITNEY (l. to r.), New York architects. **Class II, Part II, $1,000 Prize.**



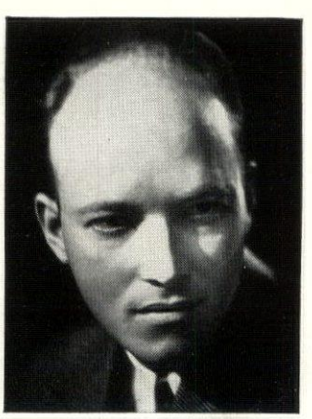
R. ANDREW BUSTARD, Altoona, Pa. draftsman in office of Hunter & Caldwell. Work chiefly residential.



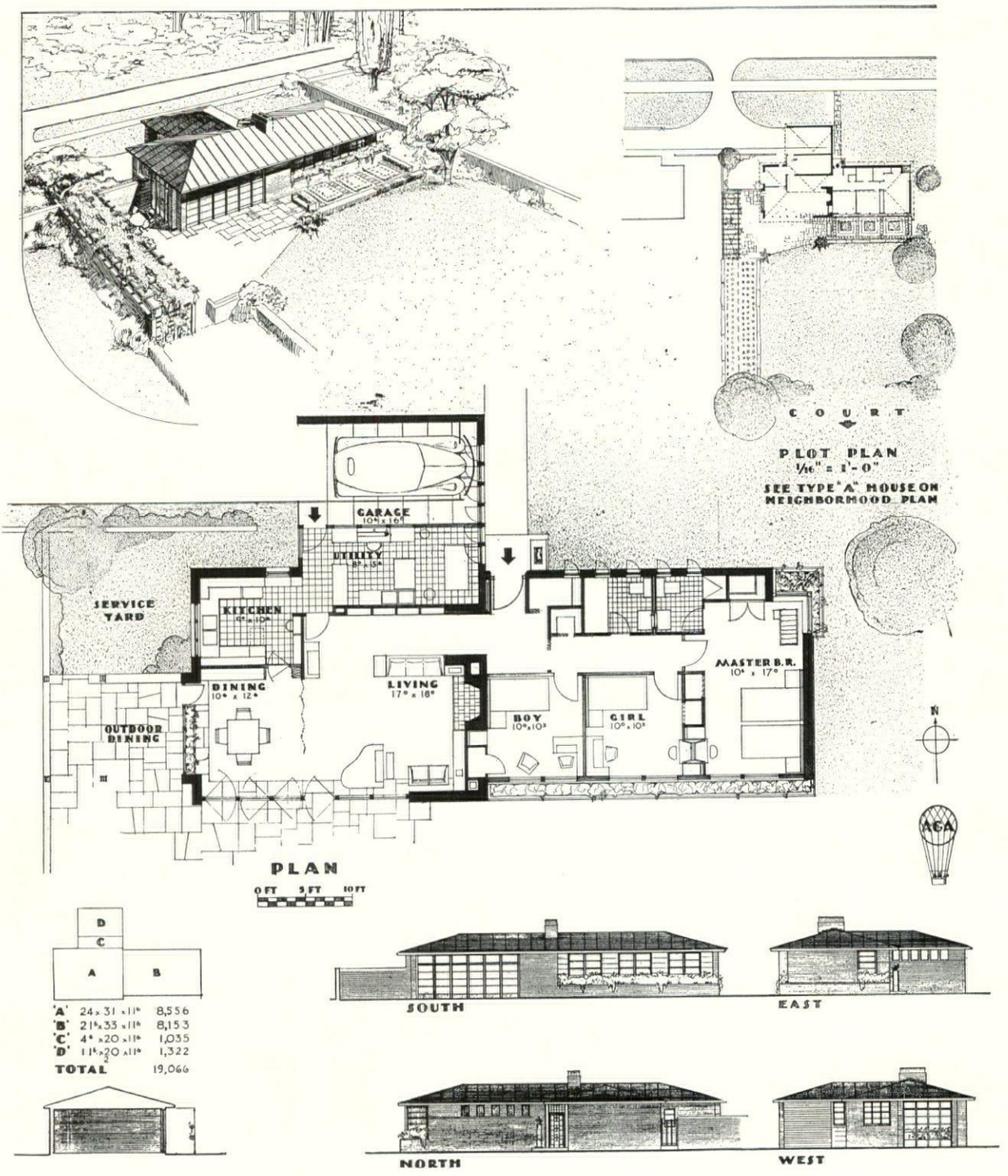
S. DALE KAUFMAN, Philadelphia. **Class II, Part II, $300 Prize.** Bustard, Kaufman and Wickstead.



GEORGE W. WICKSTEAD, Philadelphia landscape architect in office of Thomas W. Sears.



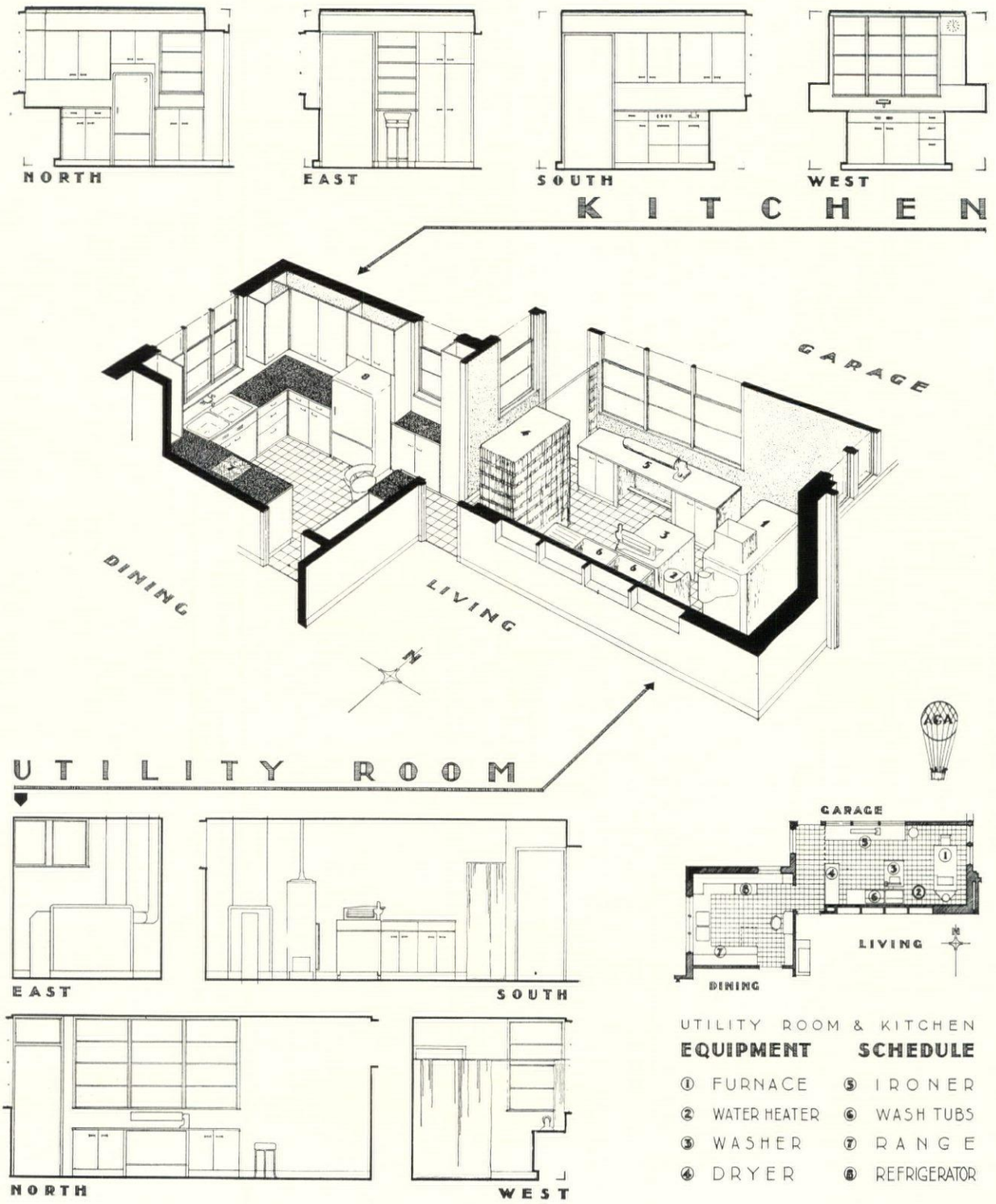
JAMES M. BERKEY, Spokane architect. **Class II, Part II, $200 Prize.**



The only prize award receiving the unanimous vote of the jury for making the most of a good and thoroughly workable scheme in a minimum area. Since there was area to spare an improvement could easily be made to use this additional area to increase size of living and bedrooms. For compactness, relation of rooms and proportional size of each, this design is worthy of close study.

Elevations are simple and expressive of the mode of living suggested on the plan.

W. C. HOUTZ, ARTHUR McVOY, LEONARD WAYMAN, BLOOMFIELD HILLS, MICHIGAN



UTILITY ROOM & KITCHEN

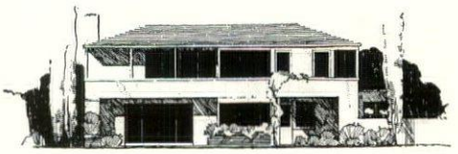
EQUIPMENT SCHEDULE

① FURNACE	⑤ IRONER
② WATER HEATER	⑥ WASH TUBS
③ WASHER	⑦ RANGE
④ DRYER	⑧ REFRIGERATOR

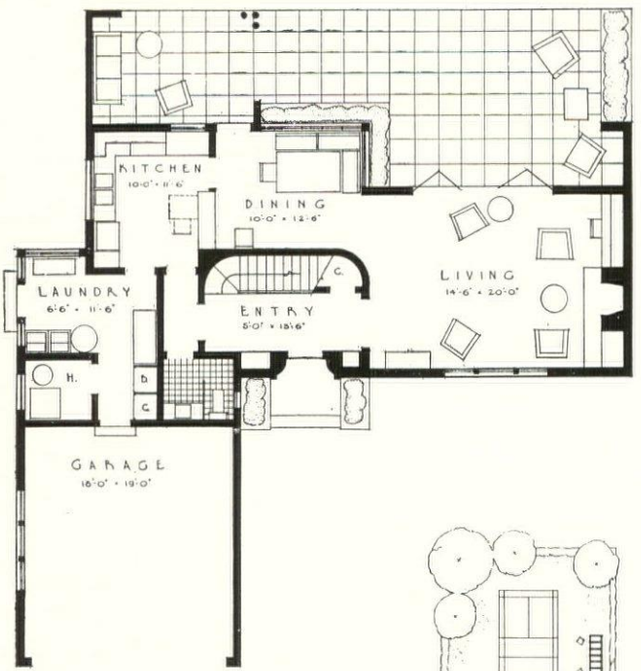
SERVICE EQUIPMENT

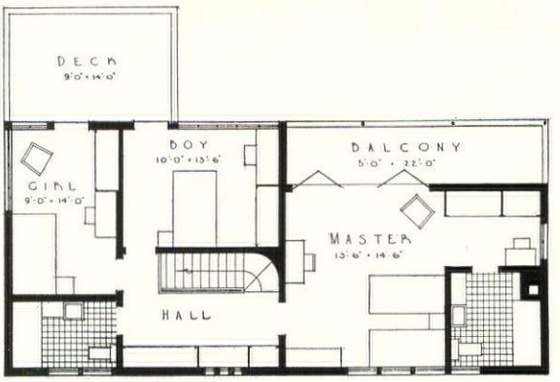
RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-500A—Servel, Inc.
WASHER: Thor Model 28 } Hurley Machine Co. Div.,
DRYER: Thor Model 110-CL } Electric Household Utilities
IRONER: Thor Model 99 } Corp.
WATER HEATER: Model 30-C—American Gas Products Corp.
HEATING UNIT: Model 2-FE-5-80—American Gas Products Corp.



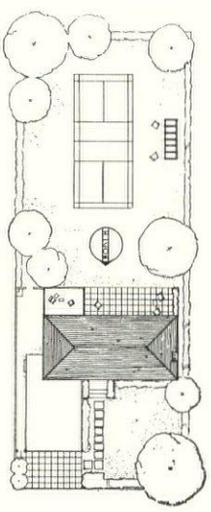






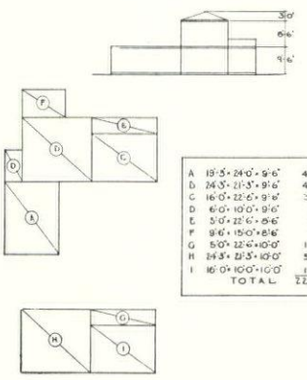




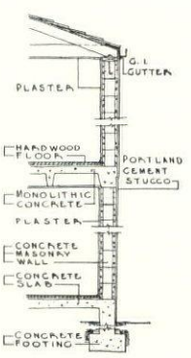


PART I · CLASS I
HOUSE DESIGN
· COMPETITION





A	18'-5" × 24'-0" × 9'-6"	4389
B	24'-3" × 21'-3" × 9'-6"	4892
C	16'-0" × 22'-6" × 9'-6"	3420
D	6'-0" × 10'-0" × 9'-6"	570
E	5'-0" × 22'-6" × 8'-6"	952
F	8'-6" × 15'-0" × 8'-6"	301
G	5'-0" × 22'-6" × 10'-0"	1120
H	24'-3" × 22'-3" × 10'-0"	5150
I	16'-0" × 10'-0" × 10'-0"	1600
	TOTAL	22395

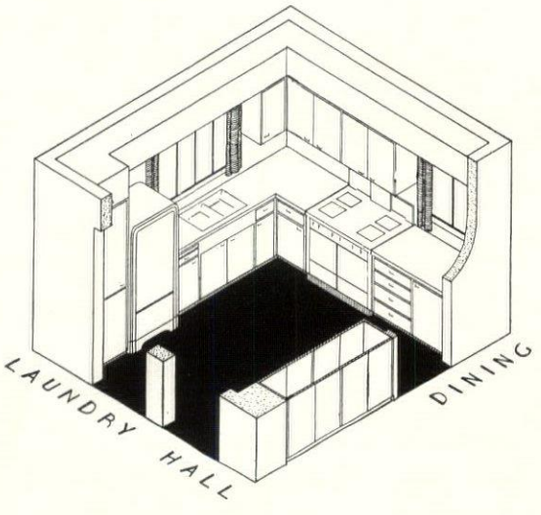


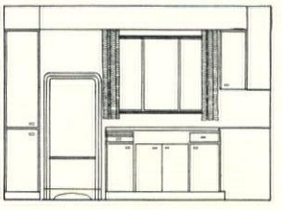
Not as direct a solution as the preceding design but with some very good features. A two-car garage is provided, an exception in this class. The staircase was criticized, particularly where it makes a rather unpleasant form in the living-dining room. The plan is tight at this point, but living room would furnish well. The large terrace would provide ample outdoor living.

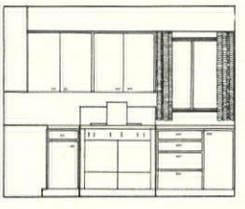
The balcony on the second floor is restricted to use from the master's room only, and with the ample size of this room this end of the house makes a fine suite. It is, however, achieved perhaps at the expense of the children's rooms, the girl's room particularly being too small.

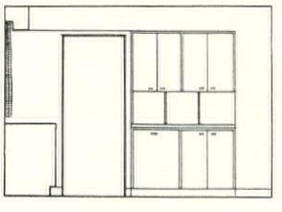
Although the rear elevation appears too cut up, the others are effective.

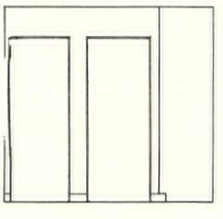
ALDEN BECKER, LOS ANGELES, CALIFORNIA

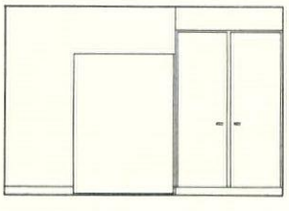


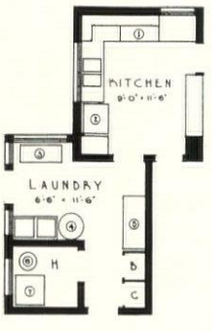


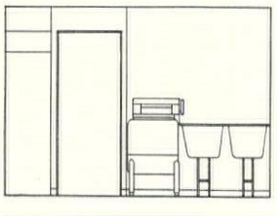


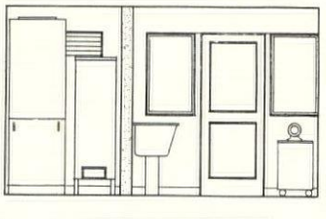


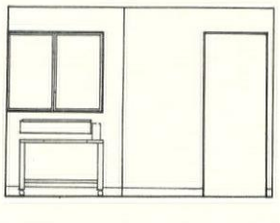




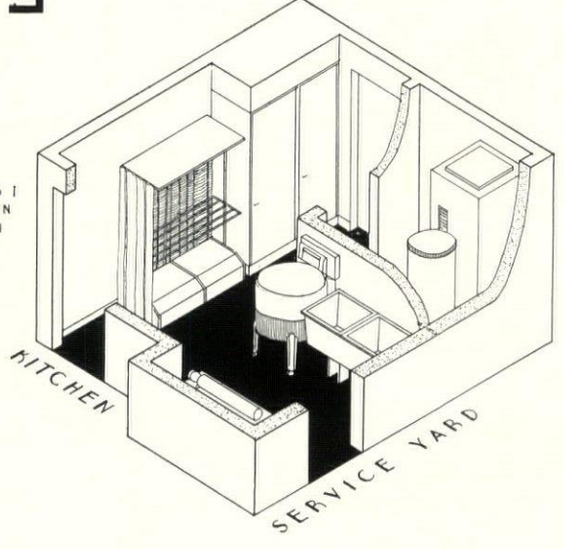






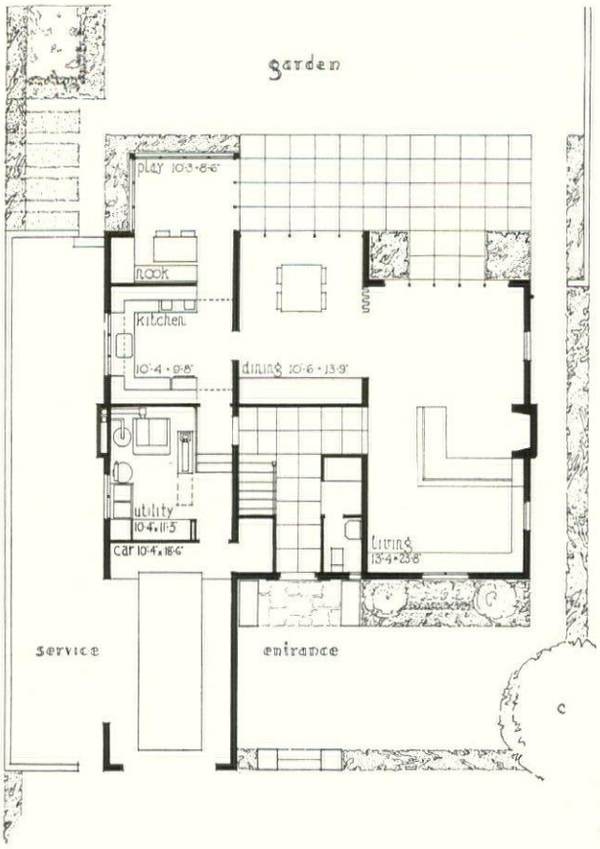


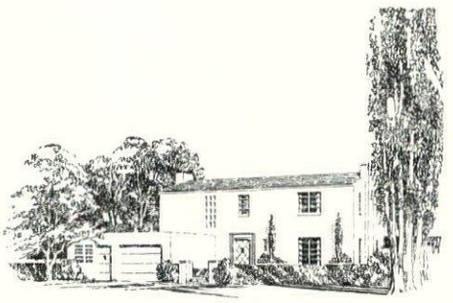
PART I · CLASS I
HOUSE DESIGN
COMPETITION



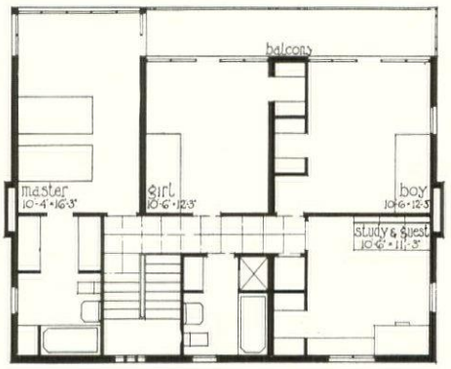
SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106 AYX } Hurley Machine Co. Div.,
DRYER: Thor Model 110-CC } Electric Household Utilities
IRONER: Thor Model 99 } Corp.
WATER HEATER: AGP Dictator Model 402-C—American Gas Products Corp.
HEATING UNIT: Forced Air Unit Model 135 FAU—Payne Furnace and Supply Co.

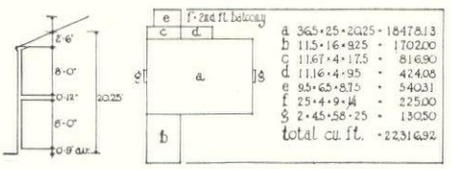


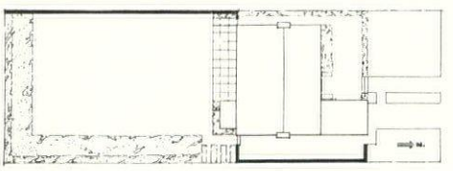










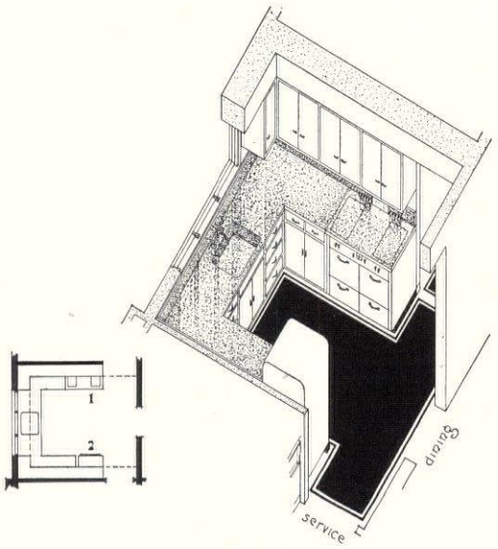


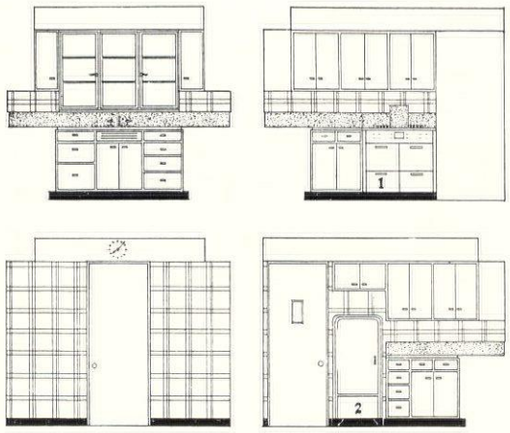
A simple direct plan, garage, utility room and kitchen in good relation to each other and adjoining rooms. The playroom is an interesting feature and placed where it can receive close supervision. Entrance hall would look narrow and would be underlighted. Living-dining areas large for this size house and open out well on to the garden. Sofa in front of fireplace unfortunate in appearing to block entrance to room.

Second floor well arranged although master's room is too small and without good cross circulation. Three large rooms would have been better than four small.

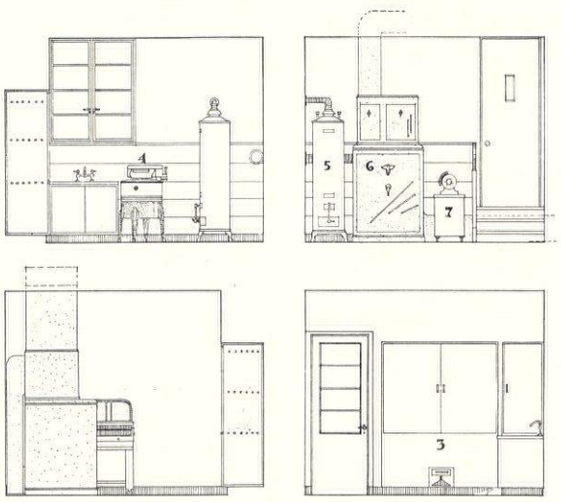
Exterior somewhat spotty, garage obviously stuck on. Window on second floor of north-east corner of east elevation unfortunate, but balcony on rear a commendable feature.

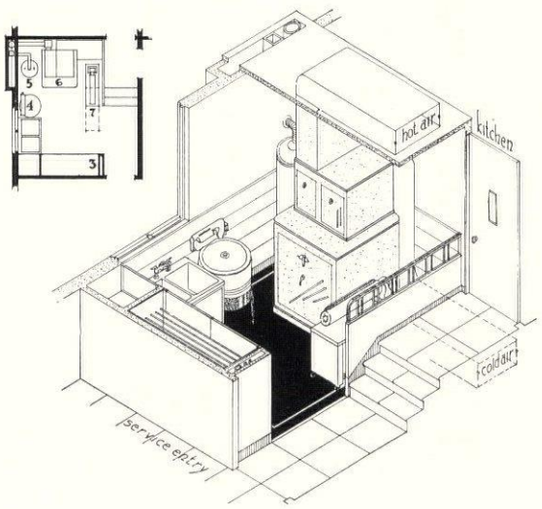
CLARENCE W. JAHN, EDWIN A. WAGNER, MILWAUKEE, WIS.





ISOMETRIC KITCHEN ELEVATIONS



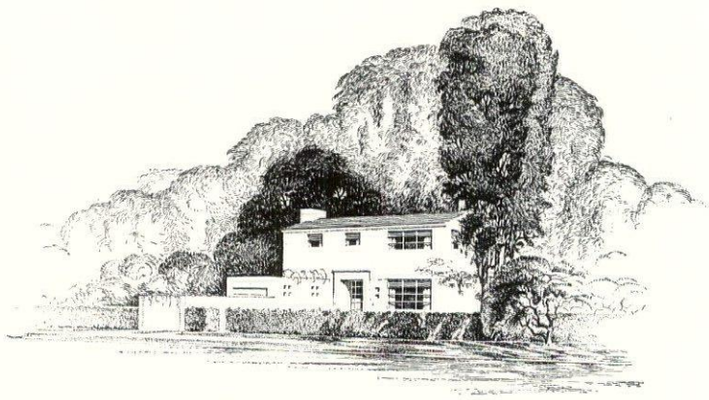


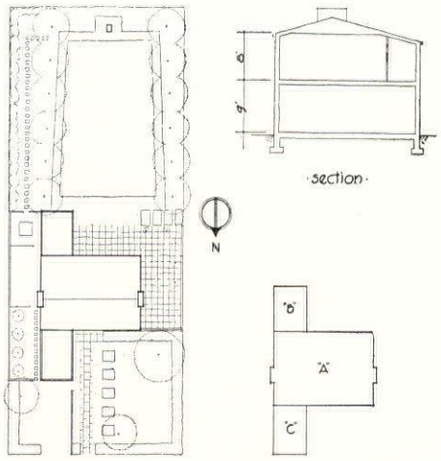
ELEVATIONS UTILITY ROOM ISOMETRIC

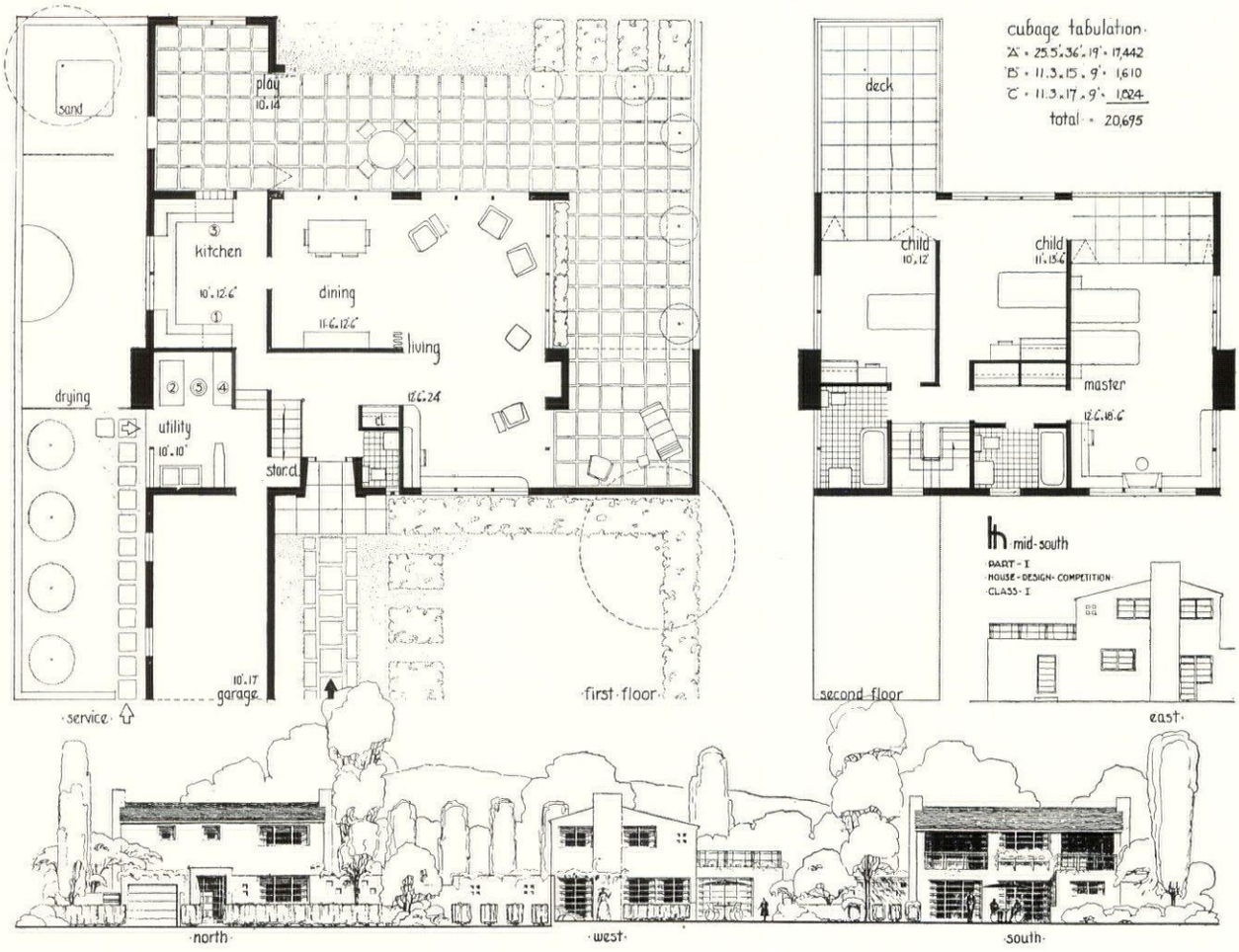
PART I
CLASS I

SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-500A—Servel, Inc.
WASHER: Thor Model 106 AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
DRYER: Wesco Cabinet Model—Charles Wesely Co.
WATER HEATER: De Soto Automatic Model 3-30—Ruud Mfg. Co
HEATING UNIT: Janitrol Air Conditioner Model CF-120-37—Surface Combustion Corp.
BATHROOM HEATER: "C Series"—Armstrong Products Corp.

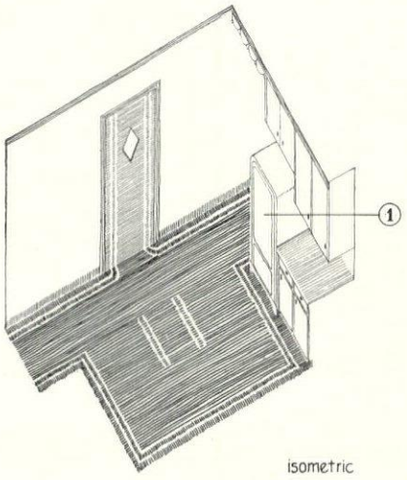






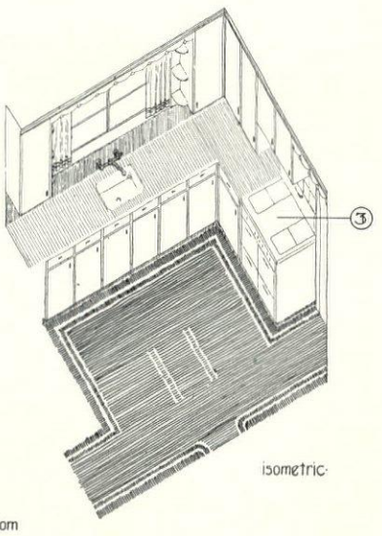
The living-dining area is spacious and the terraces adjoining are more than ample for comfortable outdoor living. The rear entrance is more satisfactory than in the drawing just described and the omission of one room on the sccond floor provides larger rooms for the three remaining. Adequate closet space for the children's rooms is lacking.

JOHN STENKEN, LEONIA, N. J.

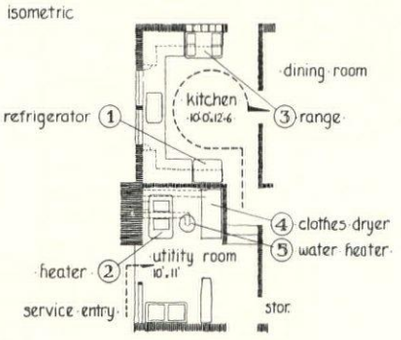


isometric

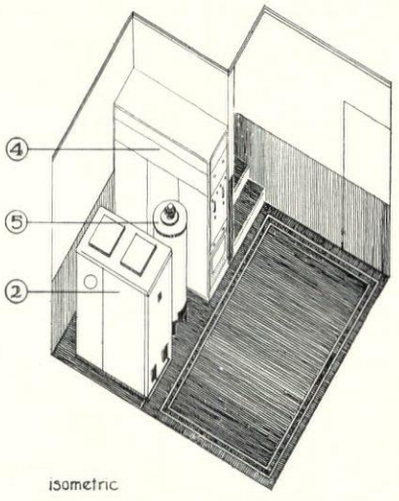
· KITCHEN



isometric·

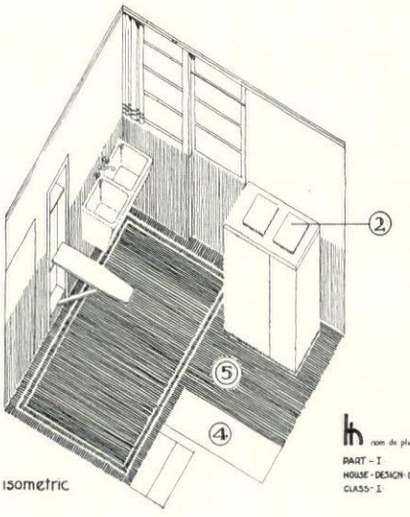


·plan



isometric

UTILITY ROOM·



isometric

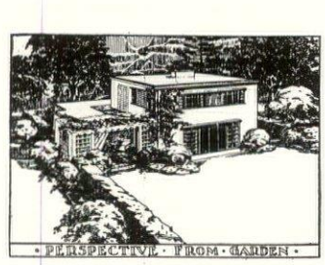
PART - I
HOUSE - DESIGN - COMPETITION -
CLASS - I

SERVICE EQUIPMENT

RANGE: Magic Chef Model 4000—American Stove Co.
REFRIGERTOR: Electrolux Model J-600—Servel, Inc.
DRYER: Chicago-Francis Model SC-296—Chicago Dryer Co.
WATER HEATER: AGP Model 30-C—American Gas Products Corp.
HEATING UNIT: Lennox Gas Aire-Flo Model J1-100—Lennox Furnace Co.

$300 PRIZE CLASS I.
AGA COMPETITION

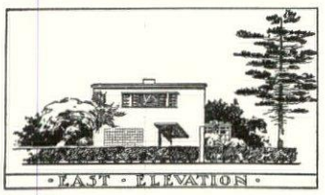
GEORGE D. CONNOR
WASHINGTON, D. C.

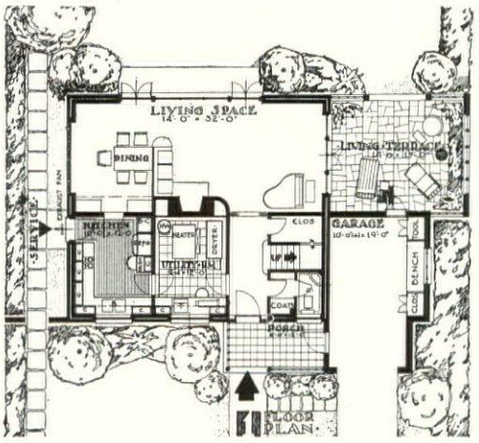


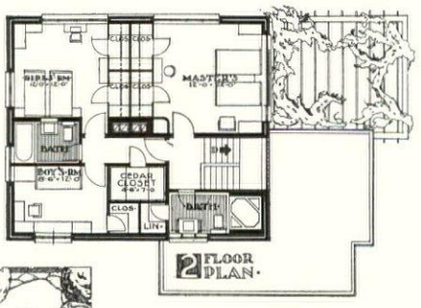




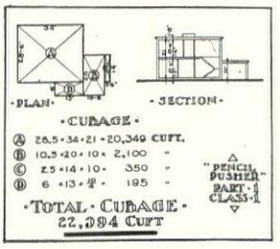




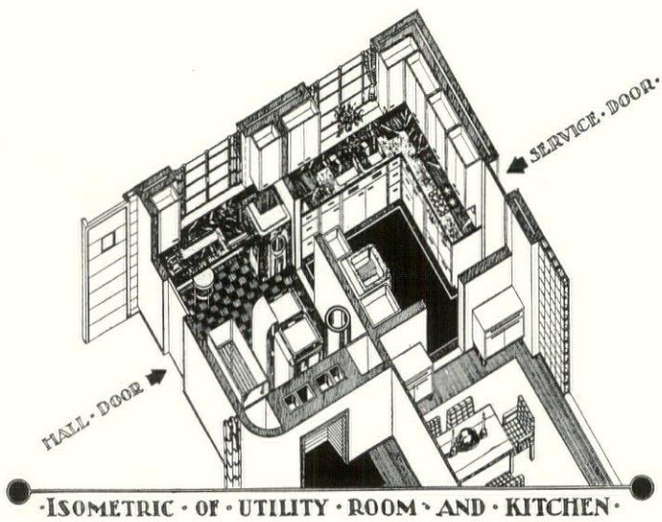




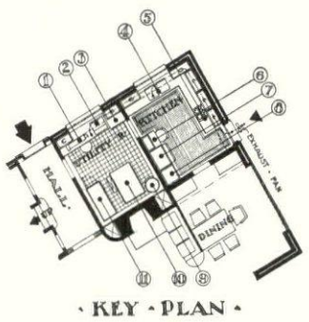




This plan does not appear so open and spacious as those plans awarded first prizes, but the areas have been handled with the utmost usefulness and economy. The jury did not like the tunnelled entrance hall, nor the wall separating the dining from the living space which disallows flexibility and expansion. The heater is well placed as far as a central location in the house is concerned. In general the jury was of the opinion the garage is better placed when contiguous to the service portion of the house. The second floor has excellent closet spaces, but seems cut up and provides a very small room for the boy. It is also unfortunate that the master should have to cross the stair hall to reach his bath.



ISOMETRIC OF UTILITY ROOM AND KITCHEN



KEY PLAN

"PENCIL PUSHER" PART 1 CLASS I

SERVICE EQUIPMENT

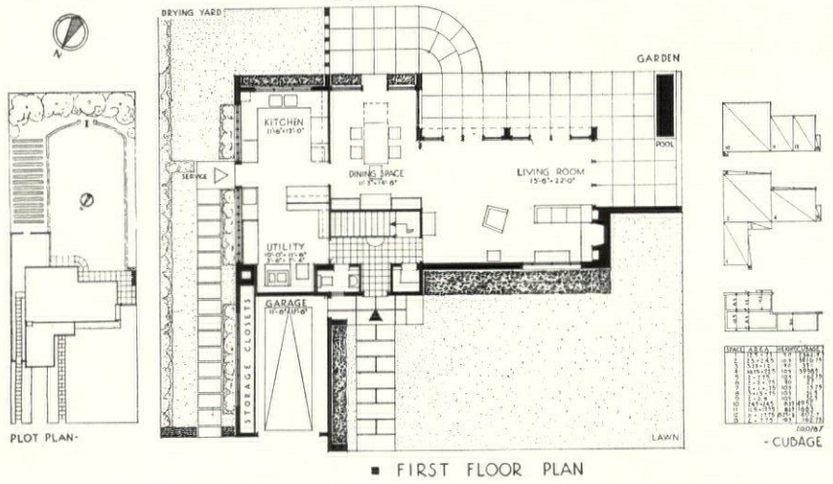
RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Home Laundry—Bendix Home Appliances Co.
DRYER: Chicago-Francis Cabinet Model—Chicago Dryer Co.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Model 402-C—American Gas Products Corp.
HEATING UNIT: Model GA-0—Delco-Frigidaire Conditioning Corp.

PART 1 – CLASS 1
HOUSE-DESIGN COMPETITION

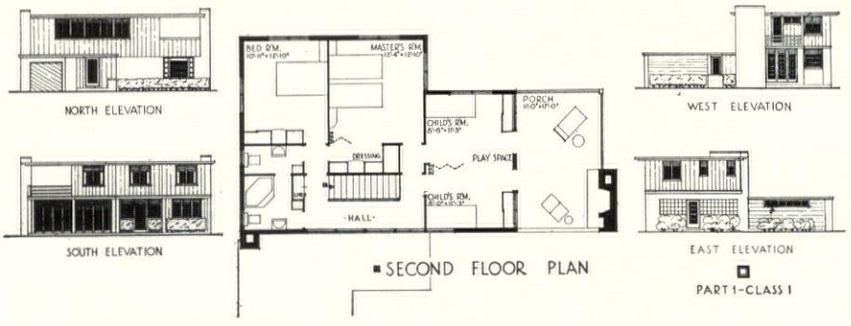
TEMPERATE CLIMATE



PERSPECTIVE VIEW AS SEEN FROM THE STREET



■ FIRST FLOOR PLAN

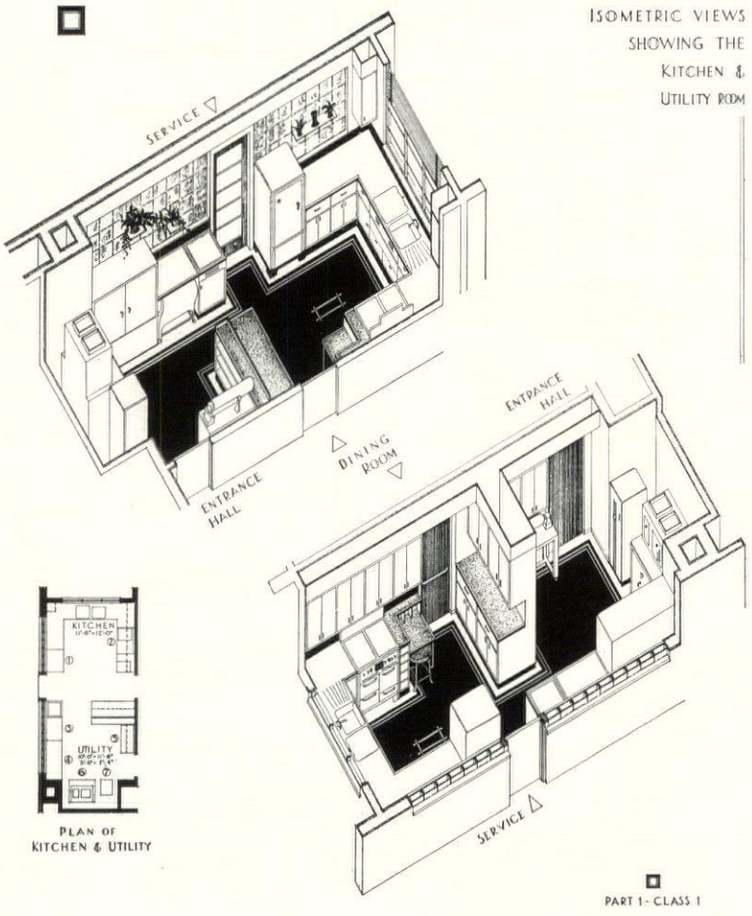


■ SECOND FLOOR PLAN

PART 1-CLASS 1

PART 1 – CLASS 1
HOUSE-DESIGN COMPETITION

ISOMETRIC VIEWS SHOWING THE KITCHEN & UTILITY ROOM



PLAN OF KITCHEN & UTILITY

PART 1- CLASS 1

$300 PRIZE CLASS I.
AGA COMPETITION

FRANK S. DOUGHERTY

WILMINGTON, DEL.

There are several significant details in this house that placed it high among the awards. Not only do the plans read simply, but certain aspects of the exterior suggest a novel point of view. The entrance hall is reduced to a minimum and the living room made adequate. This would be a very livable and pleasant room, easily opened out to and made a part of the garden. The storage closets in the garage are a serviceable adjunct, but it would have been a little more convenient for the housewife coming from the market with her bundles to have had a more direct access from the garage to the kitchen than is afforded.

The porch off the children's room is an excellent idea but to service three bedrooms with one bathroom, and one placed where it is farthest removed from the children's room, would seem to be unfortunate. Closet space, too, is rather meagre.

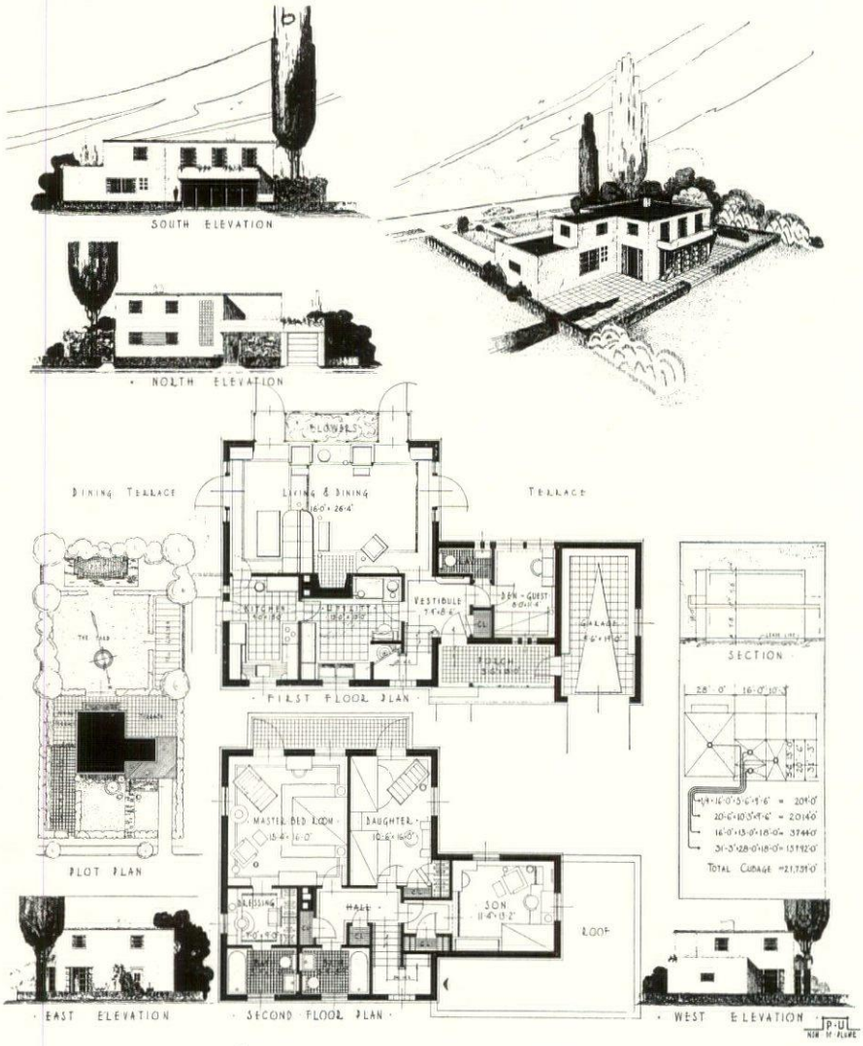
The jury appreciated the attempt of the designer to tie in the garage with the rest of the house by accenting the horizontal at the second floor level, and also by suggesting a difference of material for the two floors. Some were of the opinion that the roof over the play porch was not well handled since its appearance prompts the question whether the chimney supports it or it supports the chimney.

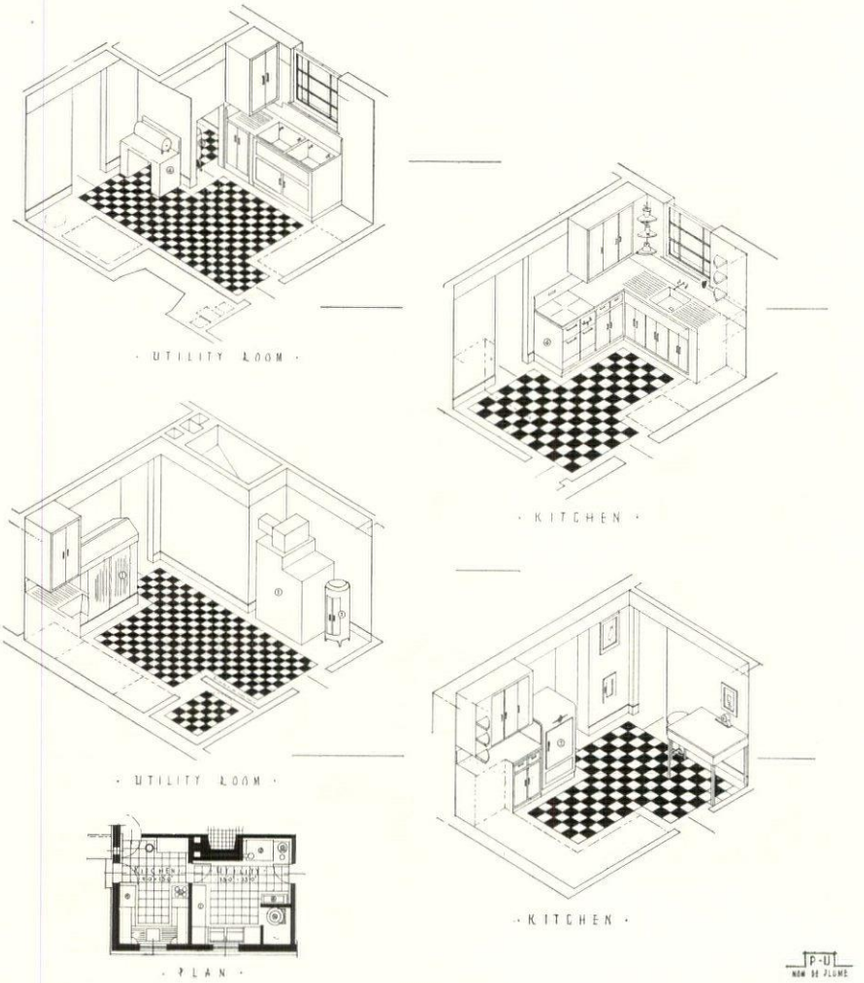
SERVICE EQUIPMENT

RANGE: Mayfair Model 1800—George D. Roper Corp.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX
IRONER: Thor Model 99—
Hurley Machine Co., Div., Electric Household Utilities Corp.
DRYER: Model G-2060—Chicago Dryer Co.
HOT WATER HEATER: Model 18-30c—Ruud Mfg. Co.
HEATING UNIT: Janitrol Model CF 90-37—Surface Combustion Co.

$300 PRIZE CLASS I.
AGA COMPETITION

HENRY P. POLI
JAMES J. STEVENSON
PITTSBURGH, PA.





Kitchen and utility rooms are well planned and spacious enough, but the living-dining room is cramped, particularly the dining area. The second floor arrangement is fairly good with a well-planned master's suite. Since there was area to spare, this entrant might well have given a larger den on the first floor and son's room on the second.

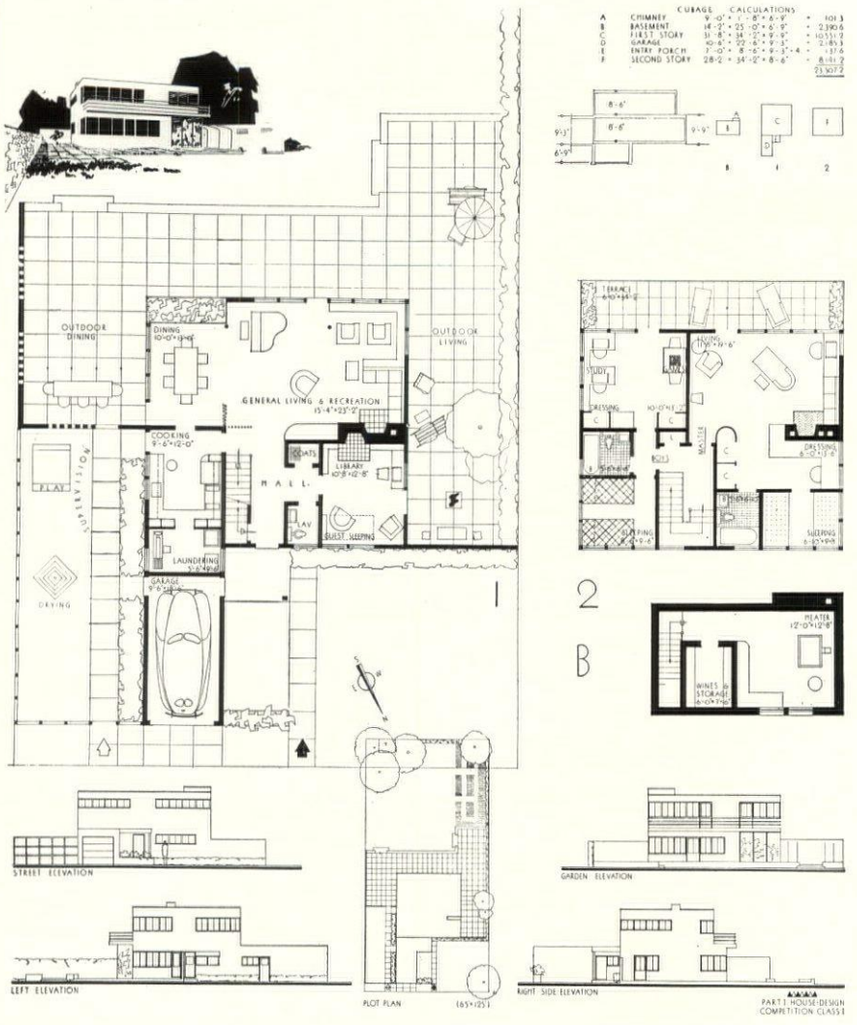
The entrance to this house would be interesting but the tie of the canopy over it with the house is not strong. The placing of the windows in general is good.

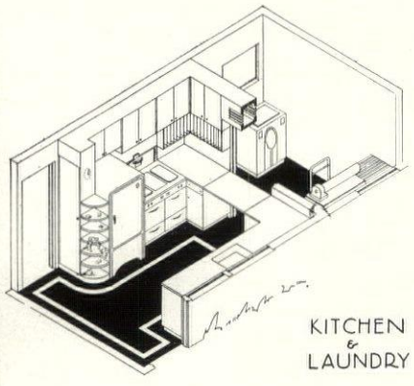
SERVICE EQUIPMENT

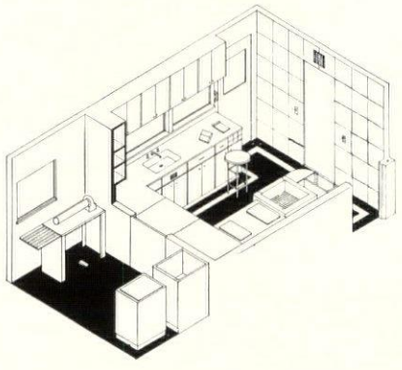
RANGE: Magic Chef Model 4100—American Stove Co.
REFRIGERATOR: Electrolux Model J-410—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div.,
IRONER: Thor Model 99 } Electric Household Utilities Corp.
DRYER: Thor Model 110-CL }
WATER HEATER: Automatic gas—Ruud Mfg. Co.
HEATING UNIT: Gas-fired Air Conditioner—American Gas Products Corp.

$300 PRIZE CLASS I.
AGA COMPETITION

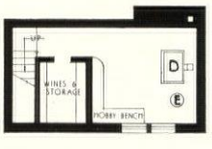
HERBERT STRUPPMANN
WOODHAVEN, L. I., NEW YORK
HERBERT NEUMANN
JAMAICA, L. I., NEW YORK



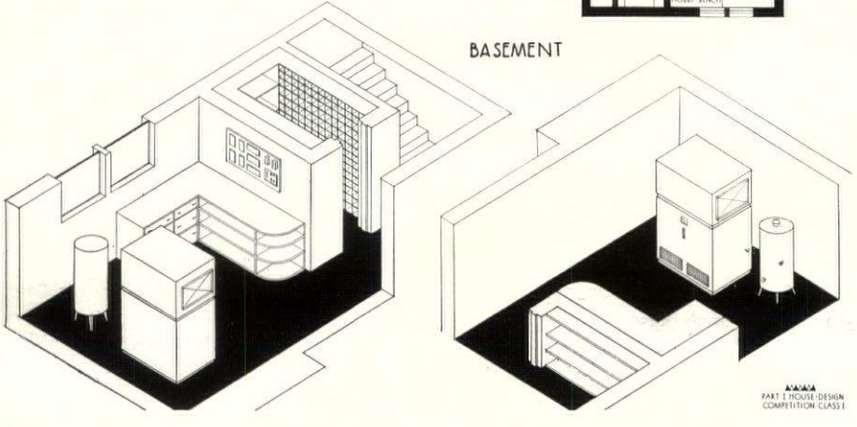








BASEMENT



The first floor works very well and is spacious. Placing the heater in the basement rather than on the first floor enabled the competitors to devote greater area to what they deemed the requisites of the first floor. Since the program asked for two or three children, the competitors assumed only two and, by so doing, were able to give a large master's bedroom and dressing room. The jury found interesting the idea of keeping the actual sleeping space separate and minimum while making the rooms usually filled with the beds into actual living or study areas.

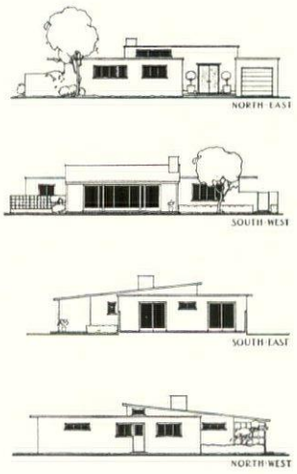
The elevations are, unfortunately, not impressive.

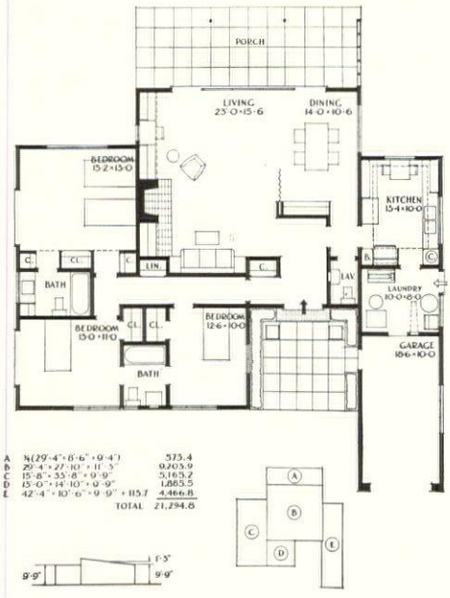
SERVICE EQUIPMENT

RANGE: Magic Chef Model 4000—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
LAUNDRY MACHINE: Home Laundry—Bendix Home Appliances Co.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Model 302-C—American Gas Products Corp.
HEATING UNIT: Model 2-FE—American Gas Products Corp.

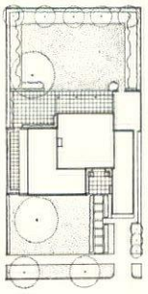
$200 PRIZE CLASS I.
AGA COMPETITION





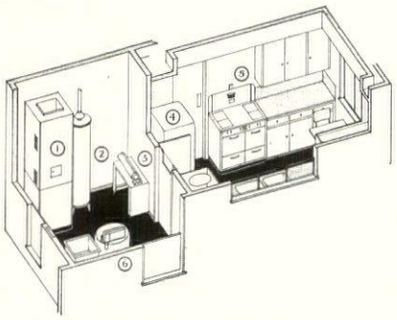


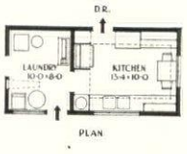
A	½(29'-4"×8'-6"×9'-4")	573.4
B	29'-4"×27'-10"×11'-5"	9,203.9
C	15'-8"×35'-8"×9'-9"	5,163.2
D	15'-0"×14'-10"×9'-9"	1,883.5
E	42'-4"×10'-6"×9'-9"×115.7	4,466.8
	TOTAL	21,294.8



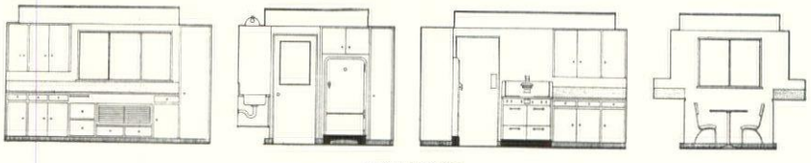
PLOT PLAN

PART I
CLASS I

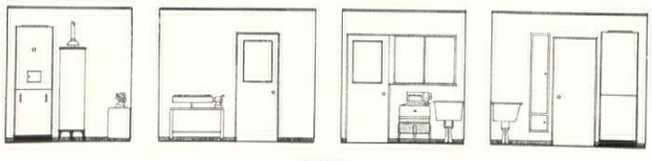




PLAN



KITCHEN ELEVATIONS



LAUNDRY

PART I
CLASS I

FREDERICK E. EMMONS, JR.
DONN EMMONS
LOS ANGELES, CALIF.

Although having a spacious living-dining area and a good kitchen laundry and garage arrangement, the intended entrance court and the long hall connecting the bedrooms to the living portion of the house were criticized. Ventilating the small lavatory from a window near the ceiling also did not appeal to the jury.

The masses of the elevations are not well organized but this house would, in its informal way, be a pleasant place in which to live.

SERVICE EQUIPMENT

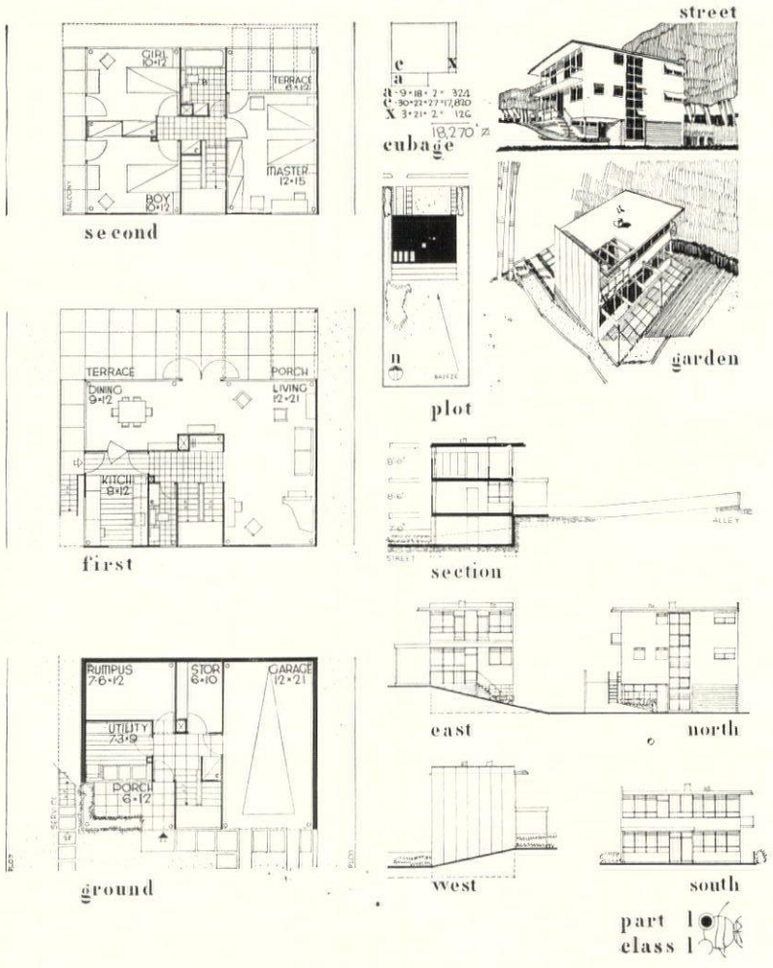
RANGE: Magic Chef Model 4000—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
WATER HEATER: "Dictator" Model 402S—American Gas Products Corp.
HEATING UNIT: Model 90FAU—Payne Furnace and Supply Co.

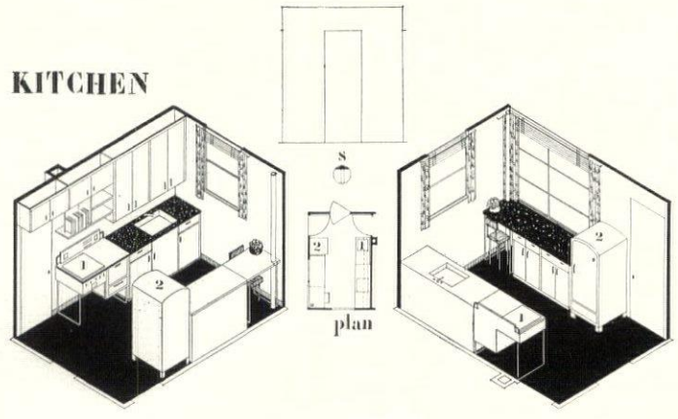
$200 PRIZE CLASS I.

AGA COMPETITION

J. HERSCHEL FISHER

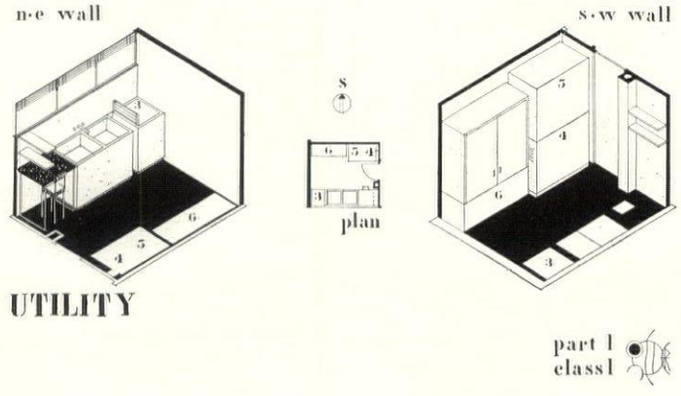
AUSTIN, TEXAS





GAS EQUIPMENT

1. range
2. refrigerator
3. washer
4. air·water heater
5. air conditioner
6. clothes dryer



This drawing provoked much discussion because it had some interesting ideas. The competitor described the system of steel framing, single plumbing stack, etc., which bear close inspection since the design of the house is approached from an engineering point of view rather than esthetic, as was apparent with too many of the submissions. Comfortable and functional will best describe the results. With actually no more stairs than one would have in any two-story house with a basement, this house would provide all the essentials of living within it. It does not, however, appear to open itself out to any garden, and in that sense is more self-contained than most of the solutions submitted. If building houses in the future comes down to a matter of modules and absolute economy, this type of house will be well in line.

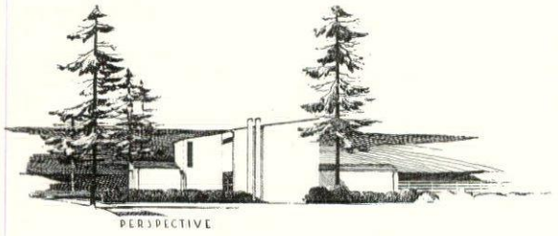
SERVICE EQUIPMENT

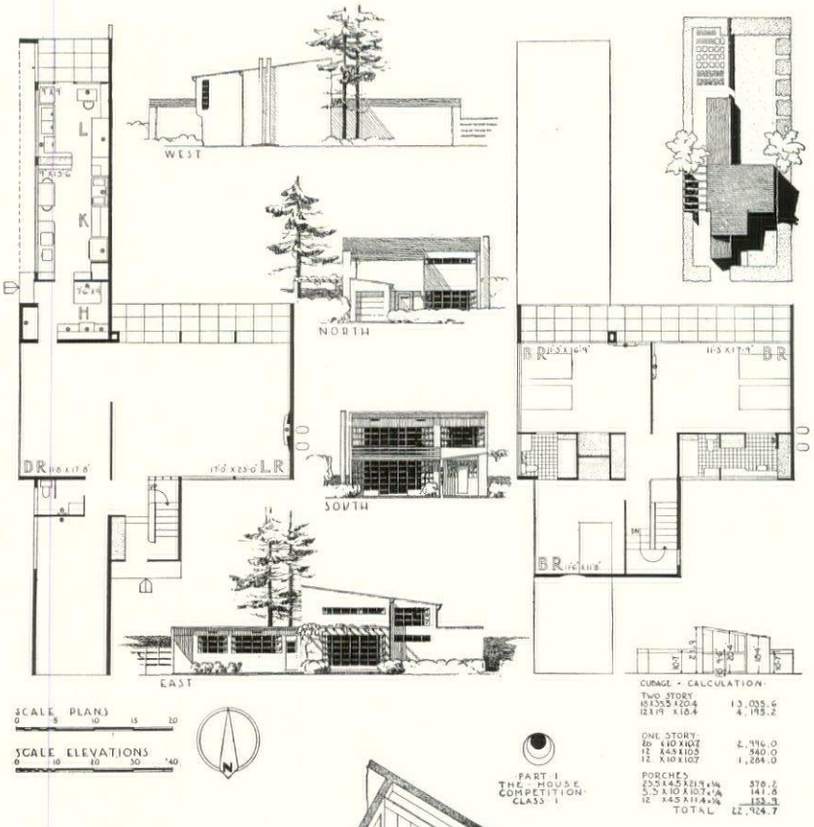
RANGE: "Ambassador"—George D. Roper Corp.
REFRIGERATOR: Electrolux Model J-500A—Servel, Inc.
DRYER: Model 6-2060—Chicago Dryer Co.
HEATING UNIT: Model 59F—Carrier Corporation

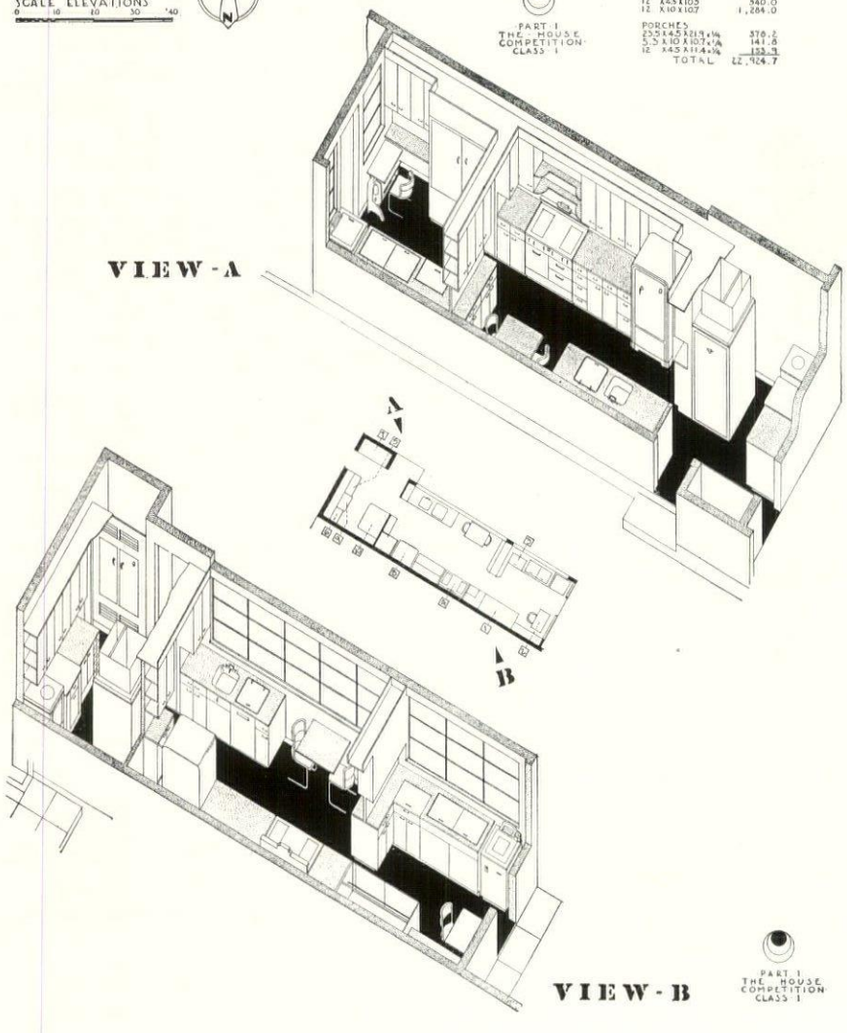
$200 PRIZE CLASS I.
AGA COMPETITION

HAYS, SIMPSON & HUNSICKER

CLEVELAND, OHIO





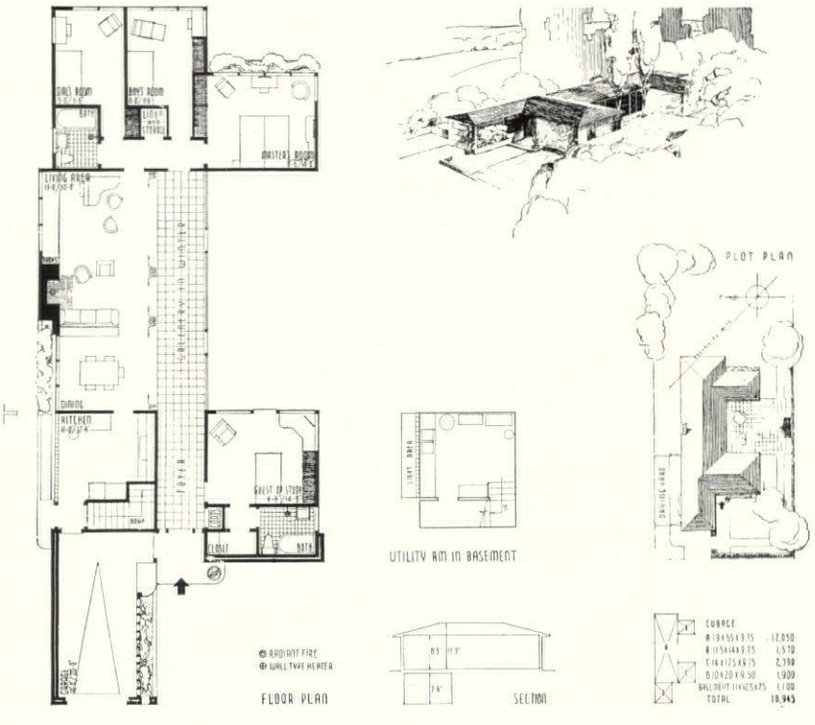


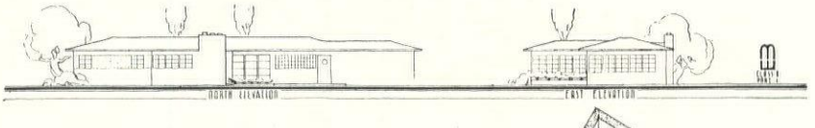
An original bit of thinking—a little bit of sunshine coming along after the jury had seen a good many stupid approaches to this problem—made the jury study this. Although not knowing why there should be two stacks on the west elevation, the jury agreed they must have some purpose other than arresting appeal to the eye and accepted them. The plan is simple and straightforward with larger rooms than on most submissions. Again it would appear a little inconvenient for the housewife to get from her car to the kitchen. The lean-to garage tacked on did not appeal, nor did the one-story service wing help the massing of the various volumes of this house.

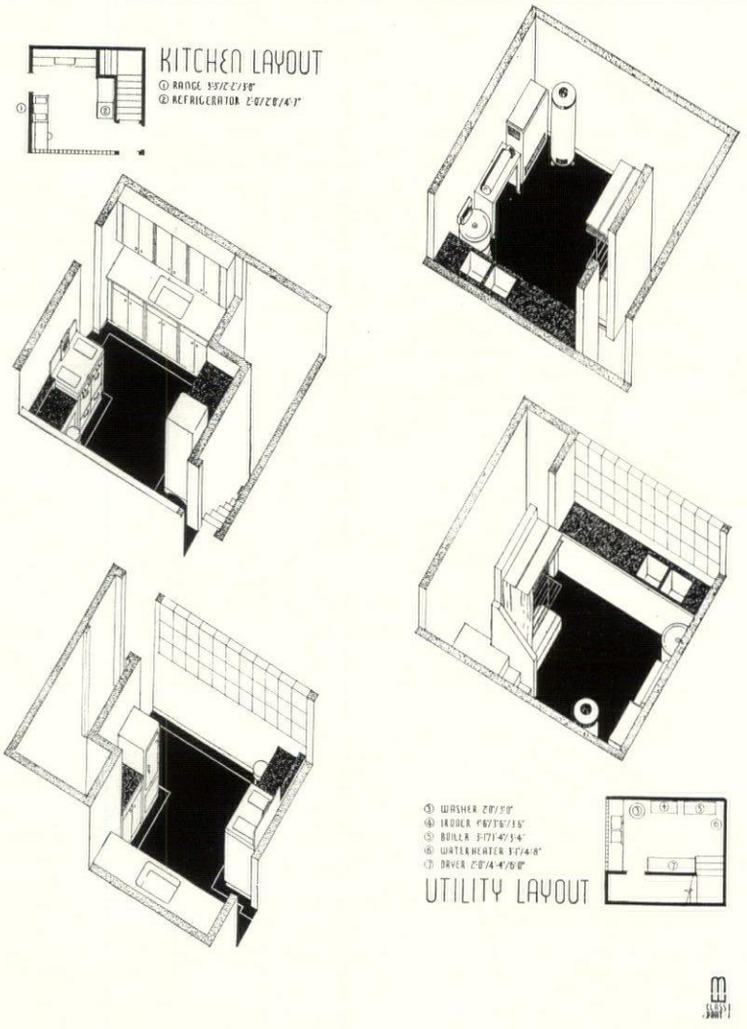
SERVICE EQUIPMENT

RANGE: Jewel Model 6872-A—Detroit Vapor Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
IRONER: Super Simplex Model 30—Barlow and Seelig Mfg. Co.
DRYER: Model 902460—Chicago Dryer Co.
WATER HEATER: Model 630-R—The Cleveland Heater Co.
HEATING UNIT: Janitrol Model CA150-37—Surface Combustion Corp.
COOLING UNIT: Servel, Inc.









TALLIE B. MAULE,
SAND SPRINGS, OKLA.
GEORGE W. EDWARDS
OKLAHOMA CITY, OKLA.

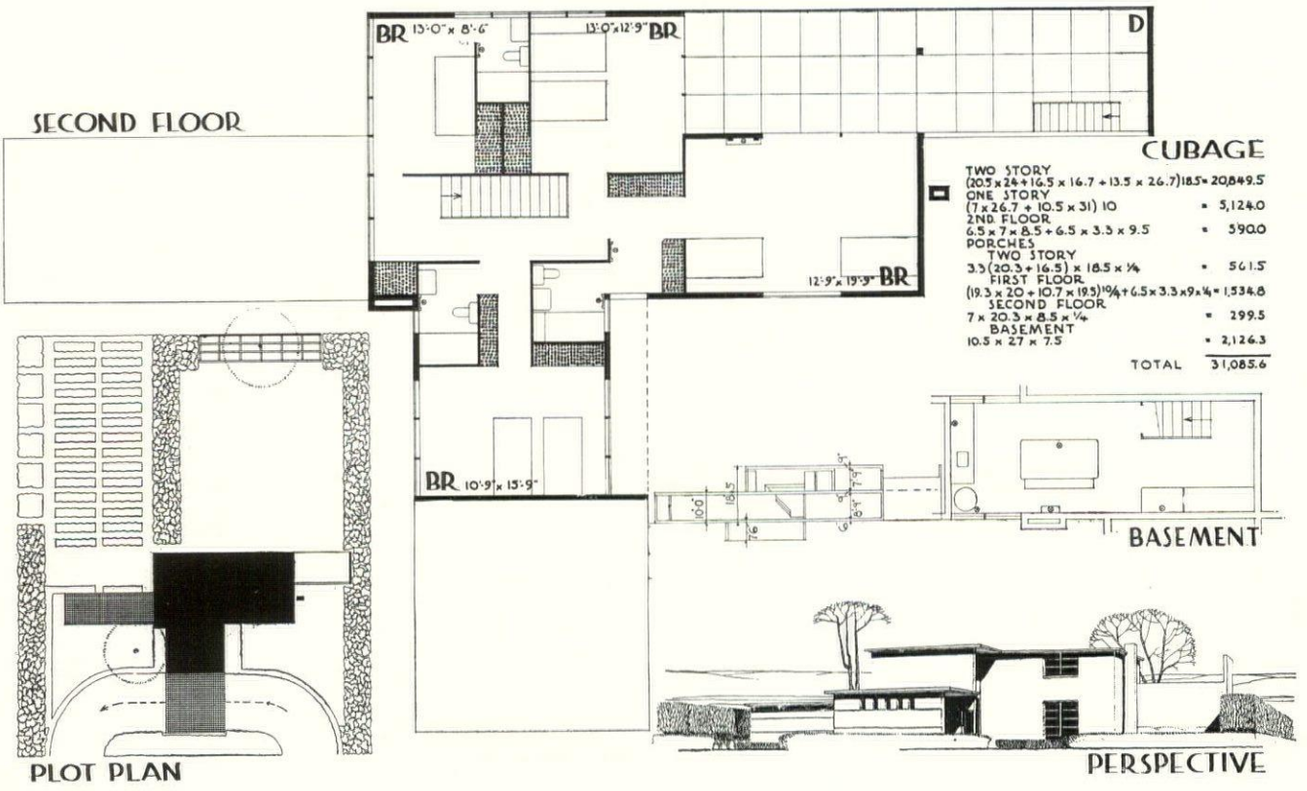
Again assuming a long narrow lot, with the street on the west end rather than the north, these competitors preferred to think of the garden on the side rather than at the rear, and the jury considered this in their judgment. To be so far removed from the sleeping quarters might indeed make the guest room a paradise for the visiting fireman since he would have such privacy, but when there was no guest this room would seem a bit isolated. With so much area to spare, it is a fault of the plan to relegate the laundry to the basement when it would be so much more convenient on the first floor.

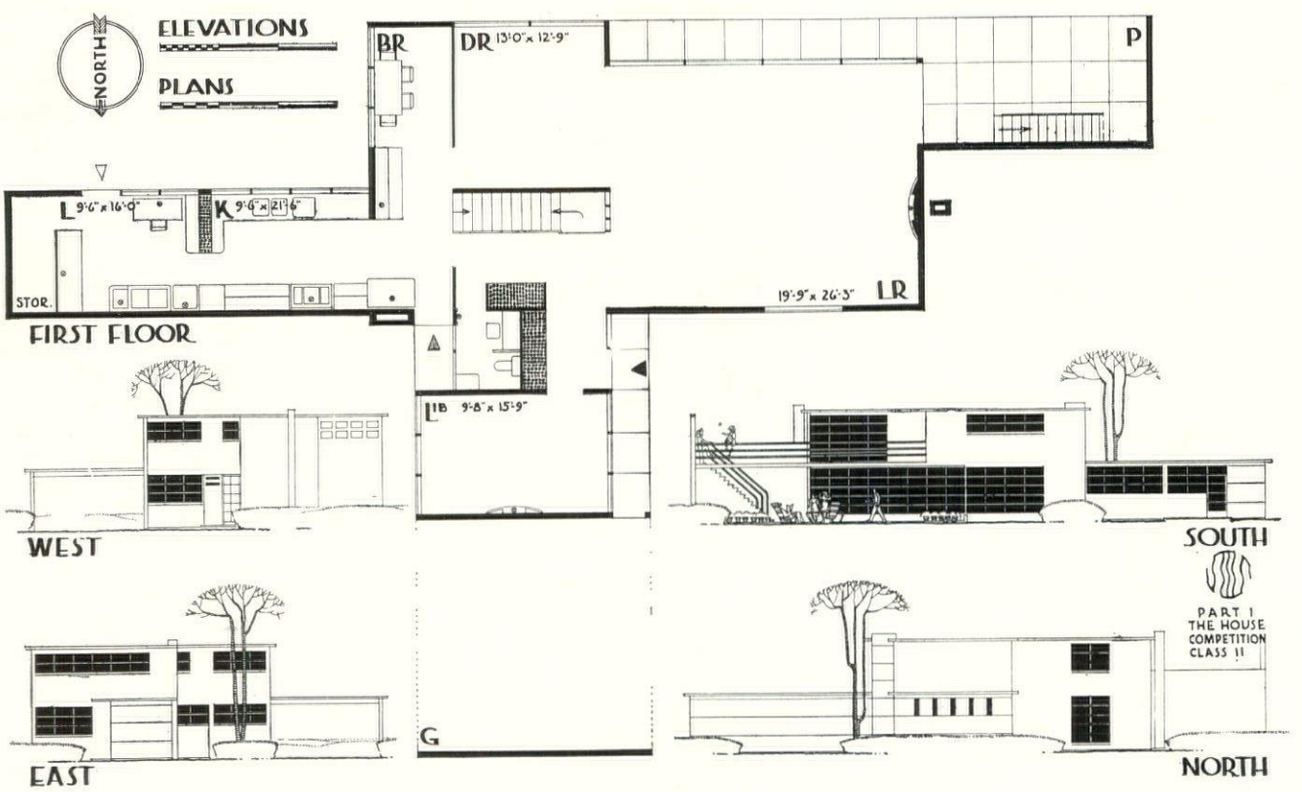
The living-dining area is novel but the jury was of the opinion that when the curtains indicated along the passage were closed this area would be rather cramped, and even when open, although certainly increasing the apparent size of the room the passage would still be only that and not very useful for the placing of furniture. In that case, too, it would be impossible for any one to enter the bedrooms without disturbing the privacy of the living room and this was considered objectionable. It would seem that three bedrooms should rate more than one bathroom in the light of such splendid quarters for the guest.

The elevations with their low lines are simple and extremely interesting.

SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-410—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div.,
DRYER: Thor Model 110-CC } Electric Household Utilities
IRONER: Thor Model 99 } Corp.
WATER HEATER: "Dictator"—American Gas Products Corp.
HEATING UNIT: Model 1-GA-E—American Gas Products Corp.





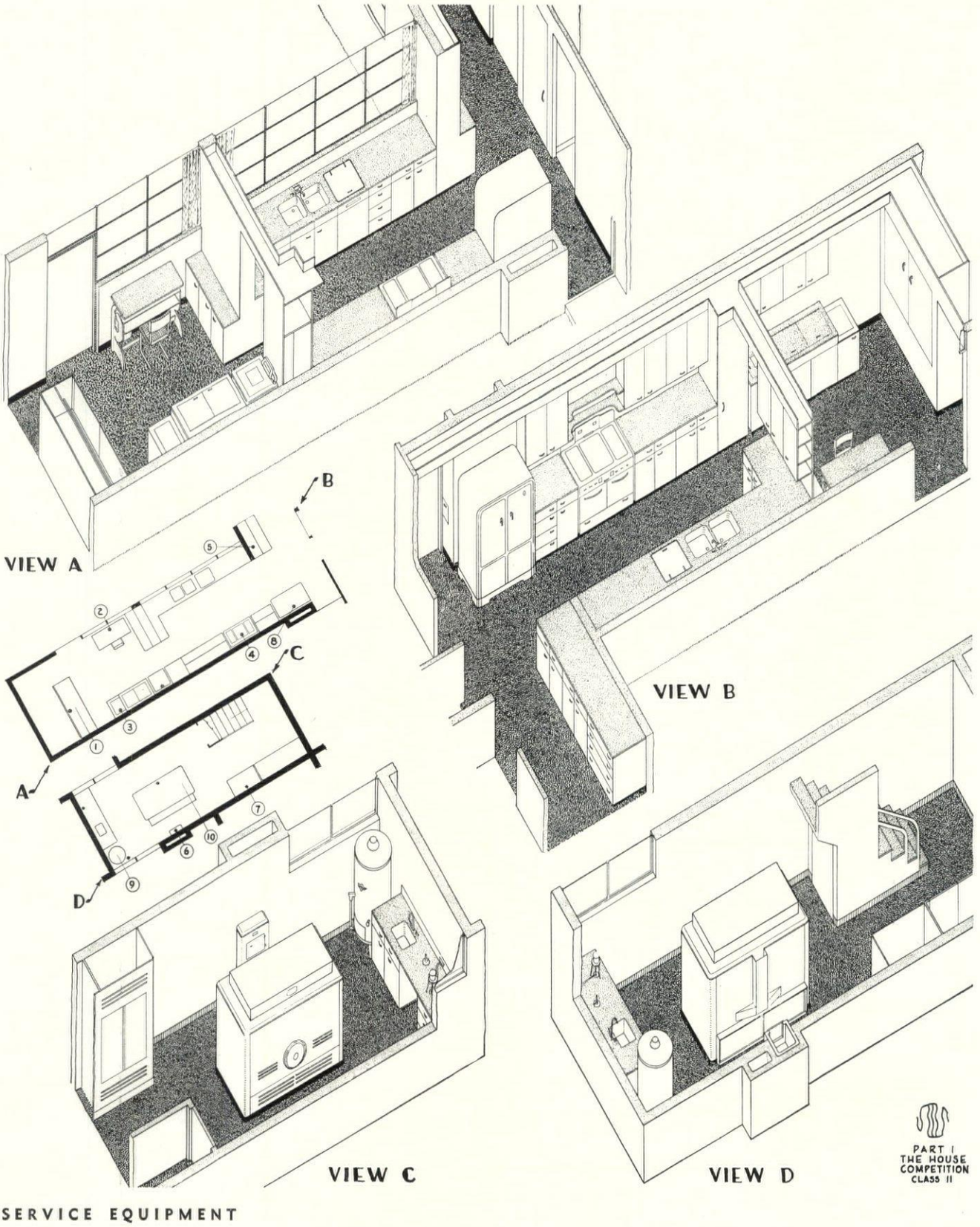
PART I
THE HOUSE
COMPETITION
CLASS II

This drawing appealed to the jury because of its unusual plan, its simplicity, its character, and directness of presentation. Although there are waste spaces, particularly in the hallways, the rooms are of ample size and well related. Because of its attenuated form, the kitchen seems far removed from the dining room, but would not be actually. It is questionable how well this wing, containing only the kitchen and laundry, would look attached to the main body of the house.

The second floor loses considerable space in the halls, but all the bedrooms have cross circulation and adequate closets.

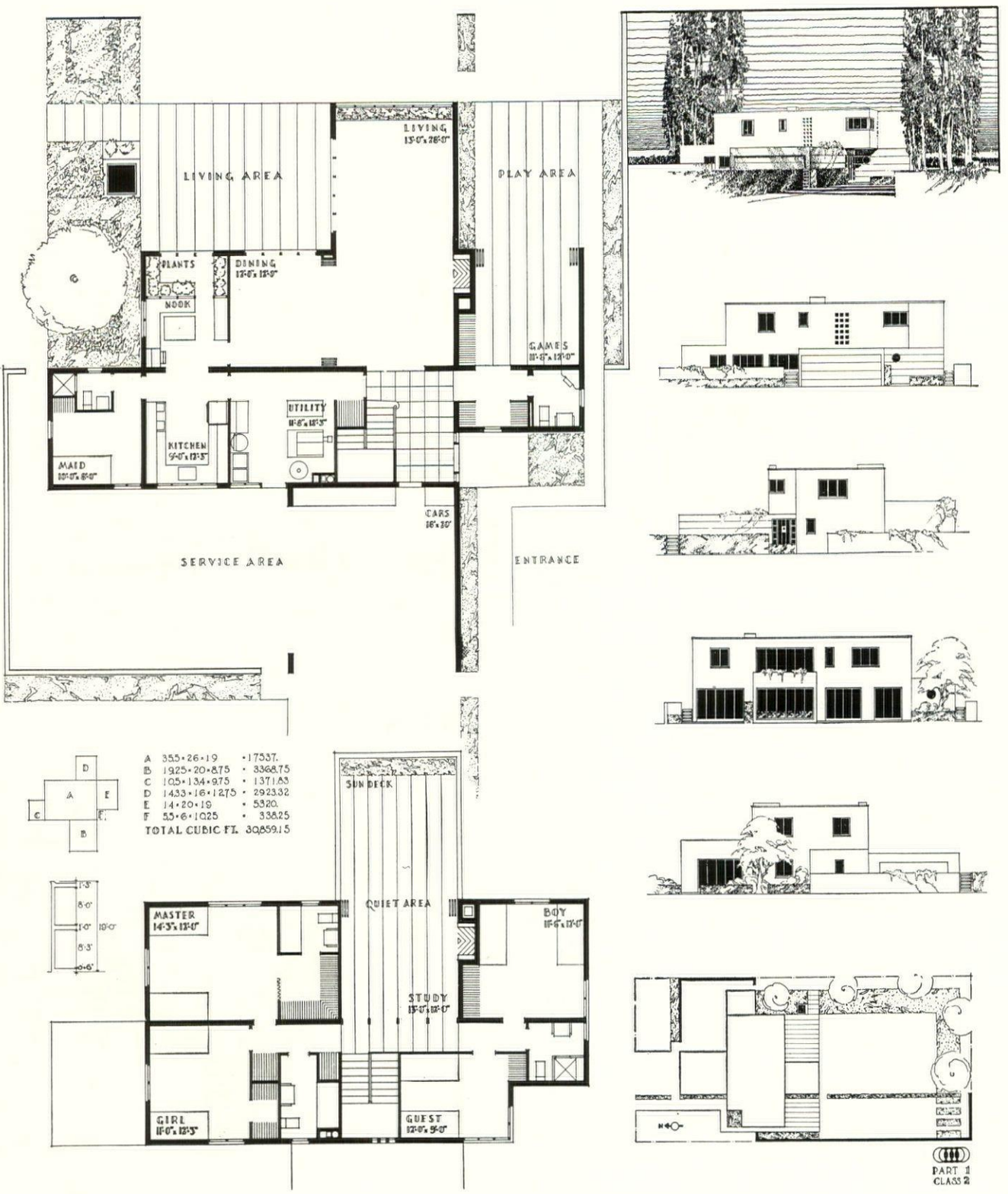
The elevations are interesting and the perspective view very agreeable. The south elevation would be especially pleasant.

HAYS, SIMPSON & HUNSICKER, CLEVELAND, OHIO



SERVICE EQUIPMENT

RANGE: Model 156—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-1100—Servel, Inc.
DRYER: Model 9-2680—Chicago Dryer Co.
IRONER: Super Simplex Model 40—Barlow and Seelig Mfg. Co.
WATER HEATER: Model 75-C—American Gas Products Corp.
HEATING UNIT: Model 220-94-D—Niagara Blower Co.
COOLING UNIT: Servel, Inc.
INCINERATOR: Pittsburgh San-a-tor Model 402—Pittsburgh Incinerator Co.

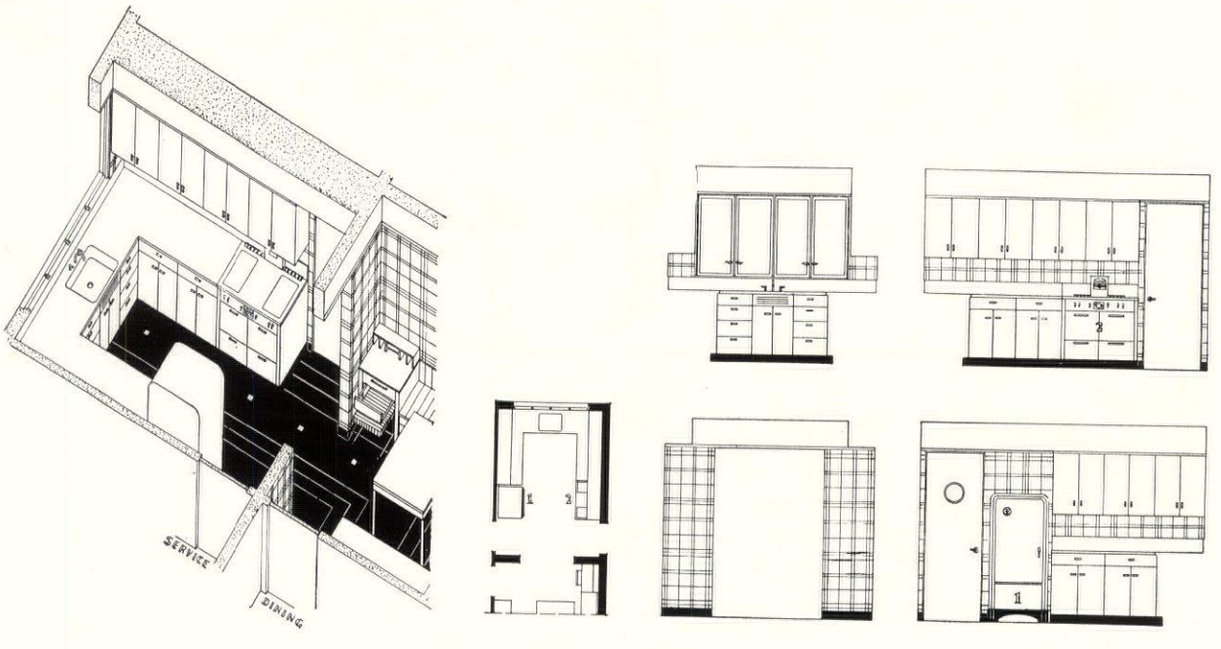


Although the stairs appear to project a little too much in the direction of the living room, this room and its contributing service shape up very well. There is excellent communication from the garage to the main entrance hall and the utility room and kitchen. The play area, however, would seem to be set to one side and rather out of the picture, having little relation to the living area.

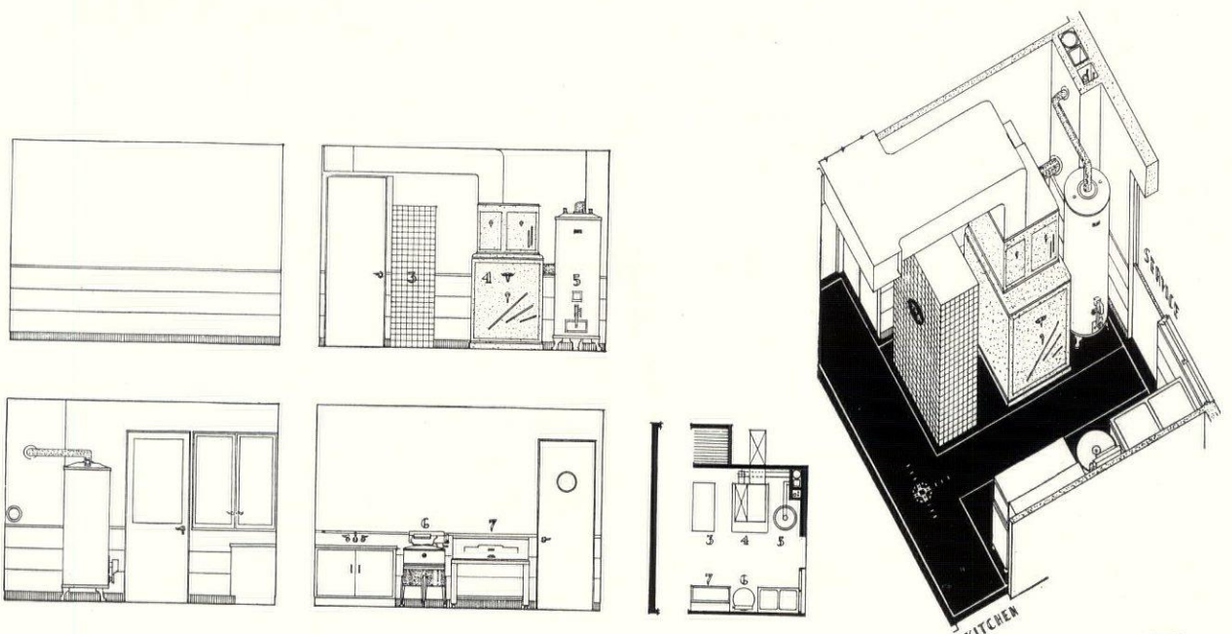
The second floor with its four bedrooms and three baths, although one bedroom is very small, is well arranged. The feature of the study or quiet area which could be a fine place for the elders to retire when the young were entertaining downstairs, or vice versa, was highly commended.

The elevations did not elicit much enthusiasm but the proportions are not bad and the fenestration is honest.

CLARENCE W. JAHN and EDWIN A. WAGNER, MILWAUKEE, WIS.



◦ K I T C H E N ◦

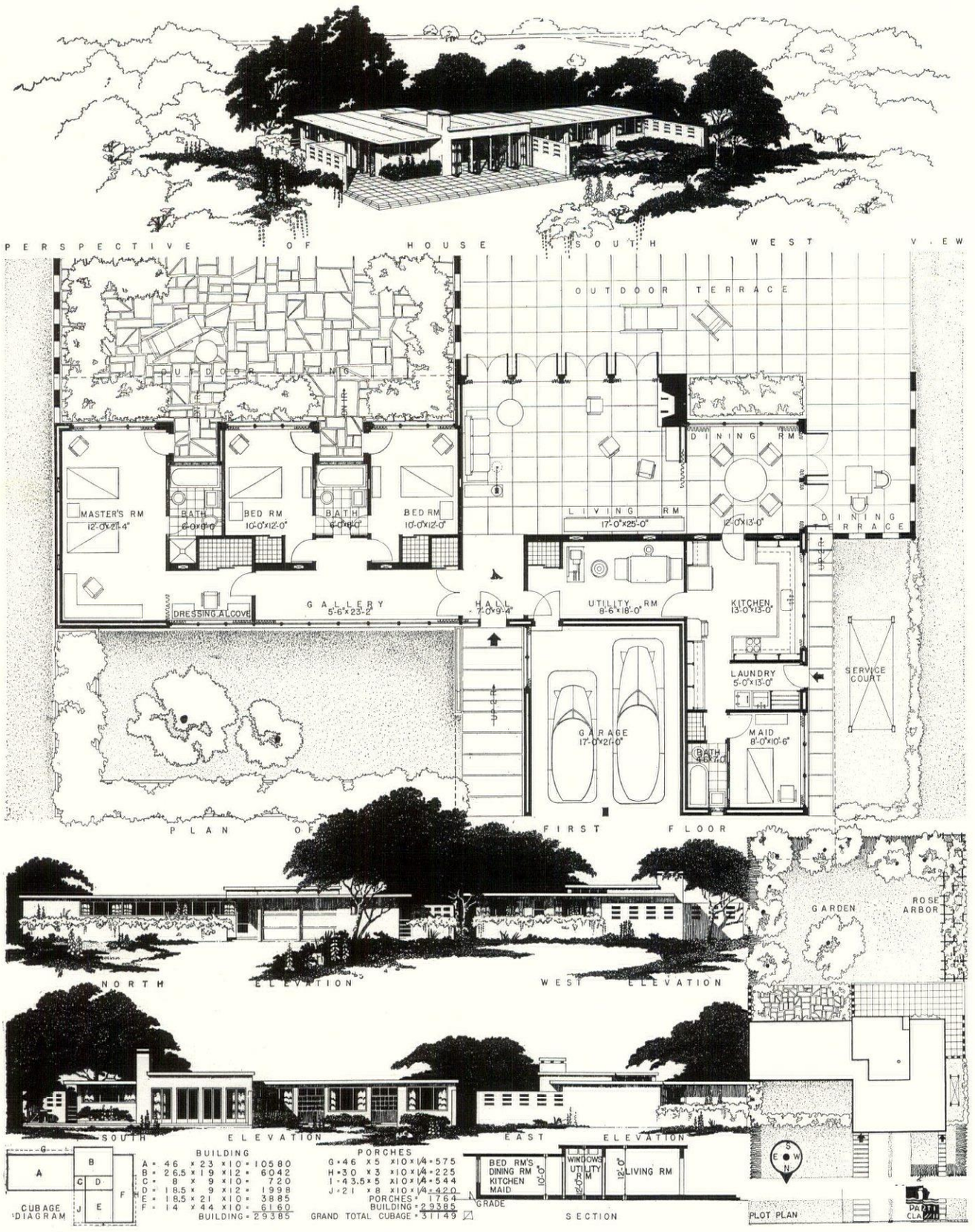


◦ U T I L I T Y ◦ R O O M ◦

PART 1
CLASS 2

SERVICE EQUIPMENT

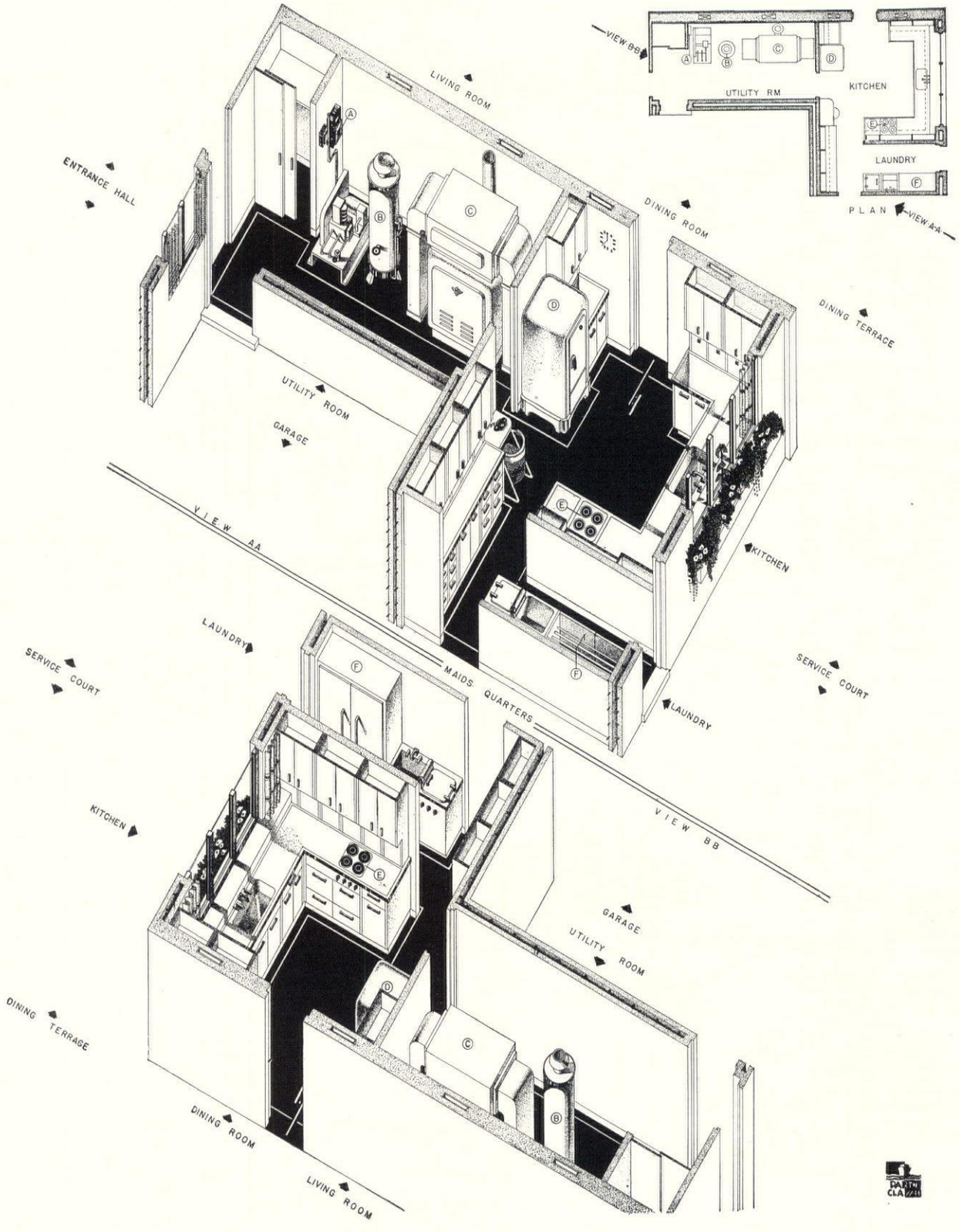
RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106-AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Automatic Model 39-75—Ruud Mfg. Co.
HEATING UNIT: Janitrol Model CF-180-37—Surface Combustion Corp.
BATHROOM HEATERS: "C Series"—Armstrong Products Corp.



This plan was considered the best of the one floor solutions submitted in Class II. It has all of the elements the jury considered essential in a house of this cube, including a two-car garage and maid's room. The living room could well be larger, and there was some question of the location of the fireplace, but, on the whole, the disposition of the living and service parts of the house was excellent. The sleeping quarters, too, were well arranged with easy access to the court as well as to the living room. The two smaller bedrooms seem a bit cramped.

The exterior is quite broken up, but being low and with plenty of doors and windows it would be very open and cheerful. This house opens itself out to the south for outdoor living perhaps more than any other in this class.

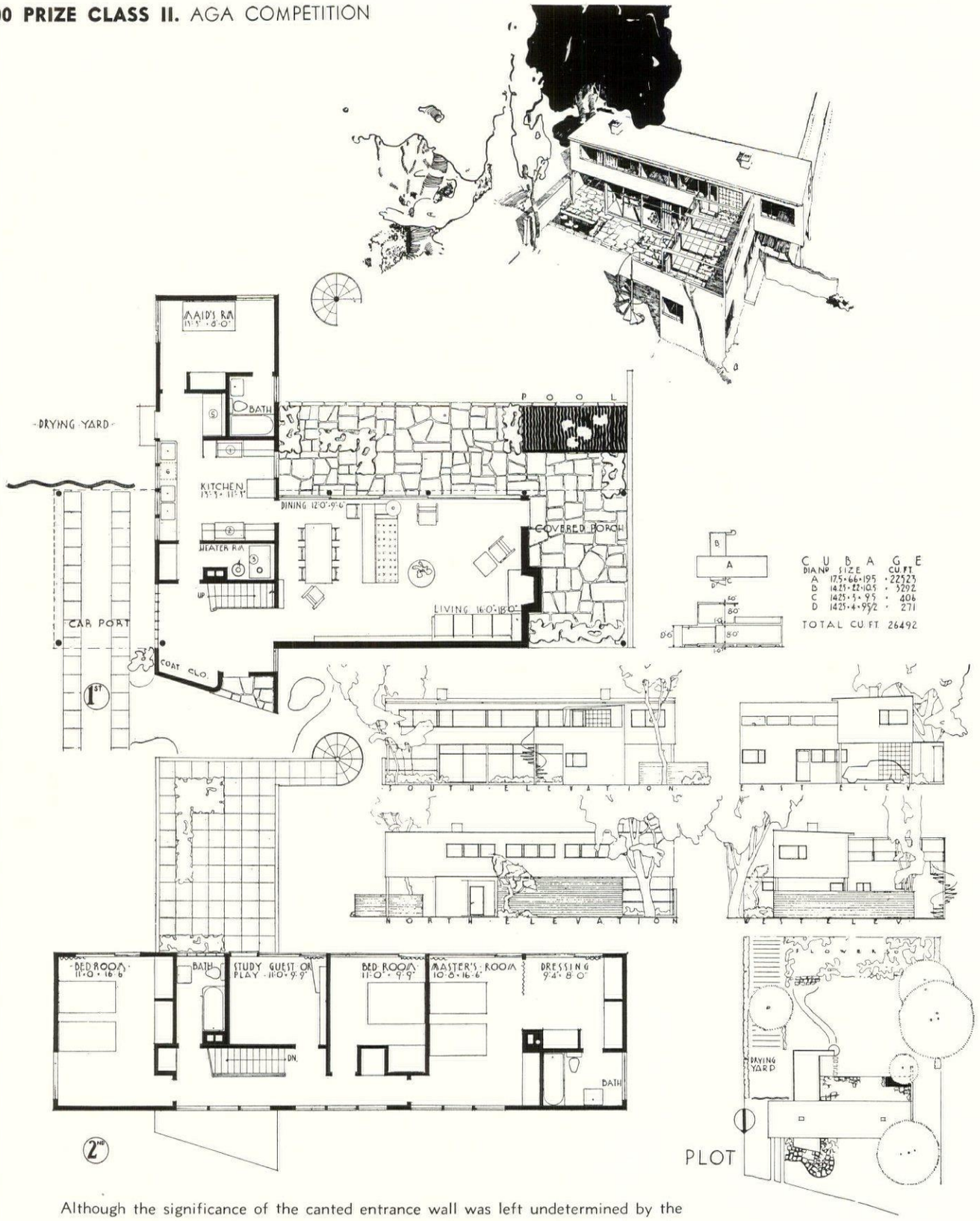
JOSEPH SHILOWITZ, JERSEY CITY, N. J.



SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
DRYER: Judelson Model—Domestic Dryer Corp.
IRONER: Thor—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: "Dictator" Model 302-C—American Gas Products Corp.
HEATING UNIT: Model 2-FE-6-80—American Gas Products Corp.

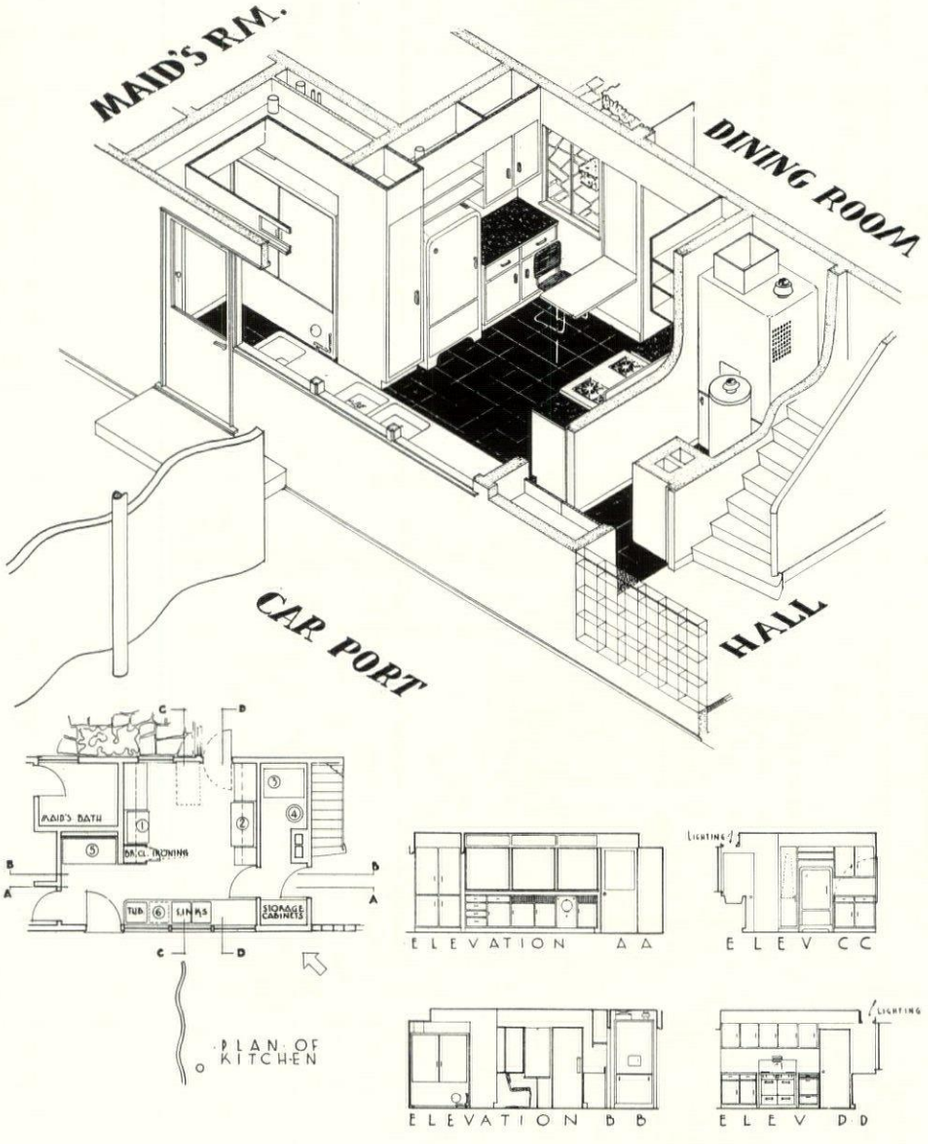
$1,000 PRIZE CLASS II. AGA COMPETITION



Although the significance of the canted entrance wall was left undetermined by the jury, the rest of this plan needed no explanation. There were features, such as the relatively cramped position of the dining space, and the smallness of the living quarters which were questioned, but the disposition of the areas was deemed good. The hall on the second floor would be extremely pleasant, but the one bath serving possibly three bedrooms is not too well placed.

The mass of the building and the fenestration are excellent. The bedrooms opening out on the rear yard, with access through the guest room or playroom to the open air porch, arranged so it can be opened to the sky and sheltered by an awning, make this second floor very livable. When one considers the small cube required to achieve all these conveniences, one is doubly impressed by its compactness. A criticism, however, is that the second floor plan controlled the first floor area too much and to the detriment of the latter, for not only did it result in cramping the living-dining quarters, but provided for only one car.

HUGH STUBBINS and MARC PETER, JR., BOSTON, MASS.

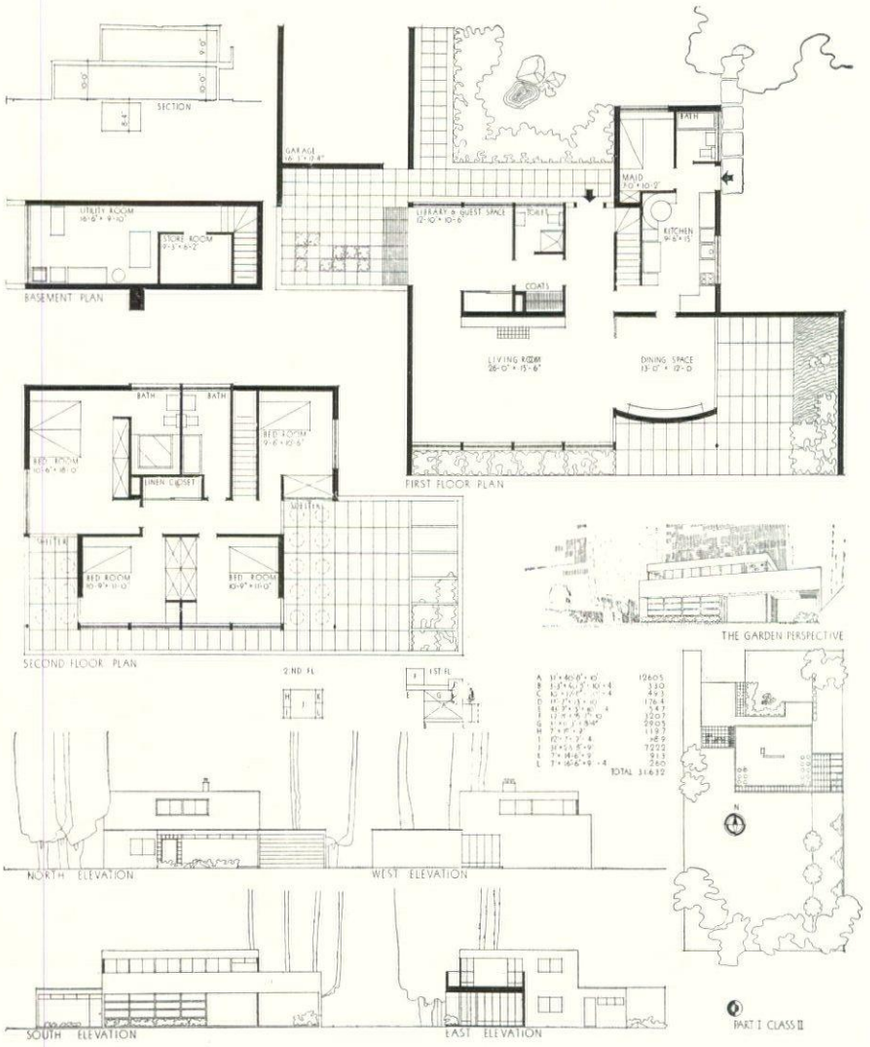


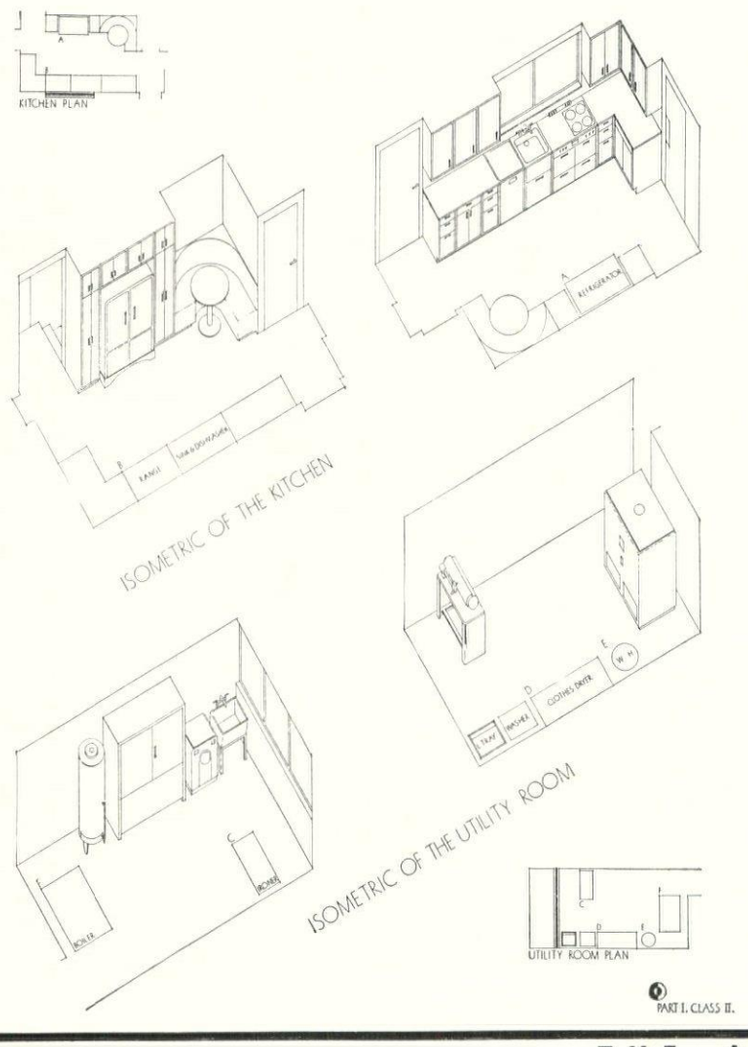
SERVICE EQUIPMENT

RANGE: Magic Chef—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Home Laundry—Bendix Home Appliances, Inc.
DRYER: Cabinet Model G-2460—Chicago Dryer Co.
WATER HEATER "Dictator"—American Gas Products Corp.
HEATING UNIT: Model 180 FAU—Payne Furnace and Supply Co.

$300 PRIZE CLASS II.
AGA COMPETITION

STEPHEN J. ALLING
NEW YORK, N. Y.





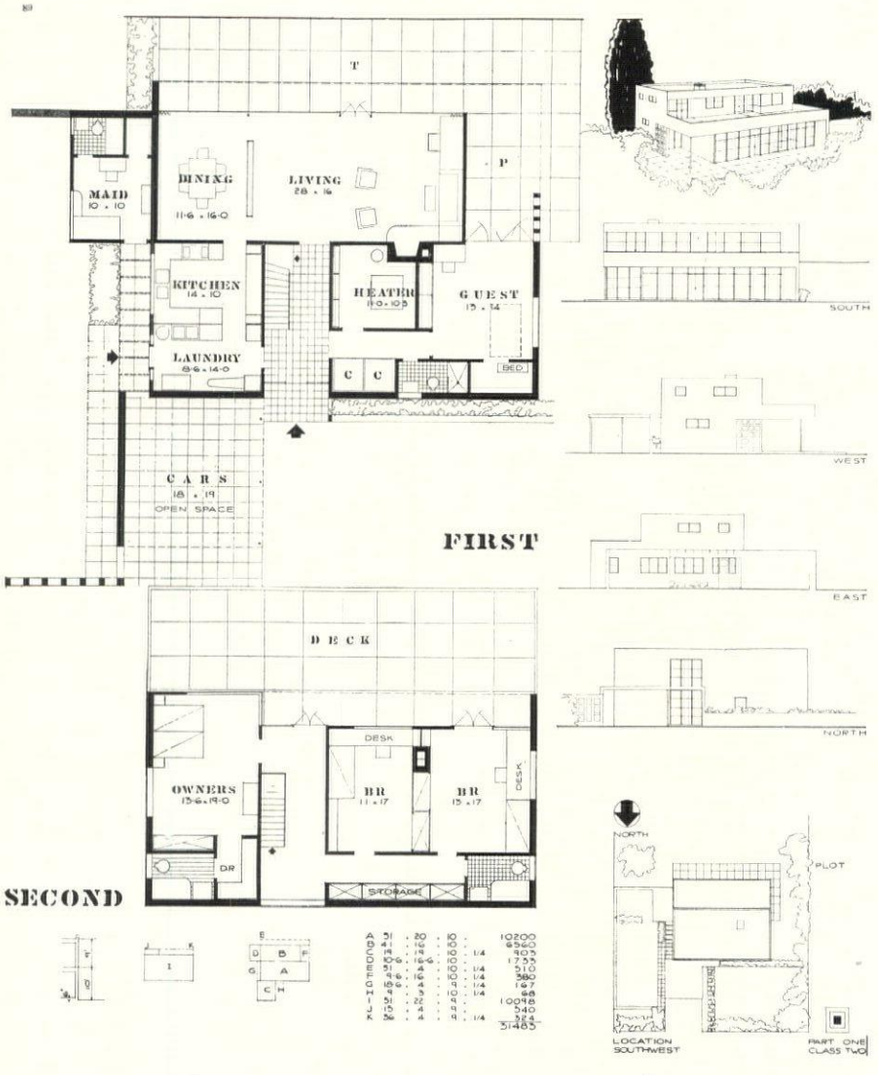
The directness of this plan and the amplitude of its living and library quarters commended this submission to the jury. The curved wall of the dining space seems forced, but the author stated he wished to focus the attention of those dining to the garden at the east and that was his privilege. The library with its small terrace would be a very quiet spot.

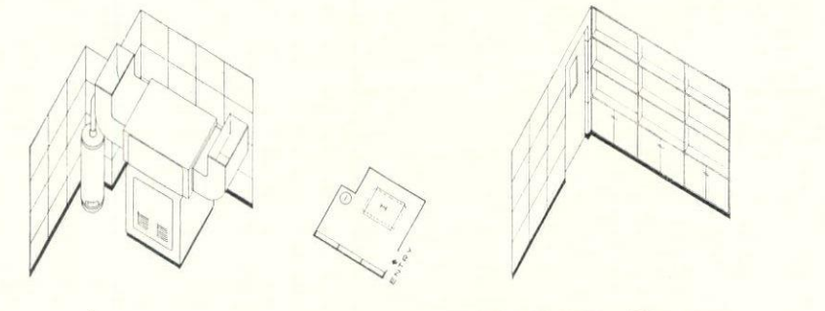
The upstairs provides three rather small bedrooms and good closets.

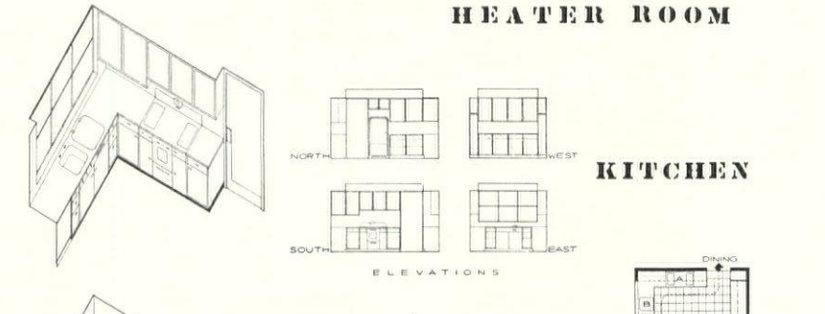
The garden perspective is interesting but it is doubtful that perspective taken toward the garage would be convincing since that element is fastened onto the plan very loosely.

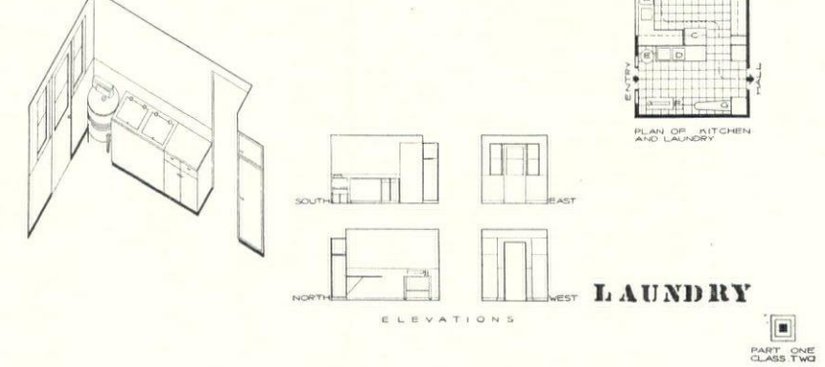
SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-1100—Servel, Inc.
WASHER: Home Laundry—Bendix Home Appliances, Inc.
DRYER: "Snow-White" Senior Model—Williamson Heater Co.
IRONER: Thor Model 99—Hurley Machine Div., Electric Household Utilities Corp.
WATER HEATER: AGP Model 408—American Gas Products Corp.
HEATING UNIT: Model 1G 9E—American Gas Products Corp.









$300 PRIZE CLASS II.

AGA COMPETITION

JOHN HIRONIMUS

NEW YORK, N. Y.

A simple and direct approach to living which is convincing. Its proportions throughout are ample, the heater room is located centrally, and the guest is placed where he could have privacy. Relegating the maid's room to the rear where she must go out into the open to get to the kitchen has its faults as well as its merits.

The second floor hallway is fortunately large enough to be used as a sitting space or it could be condemned as wasteful, and it helps to give this floor a sense of openness. On the other hand, the middle bedroom lacks cross circulation, which, although not absolutely necessary, is highly desirable.

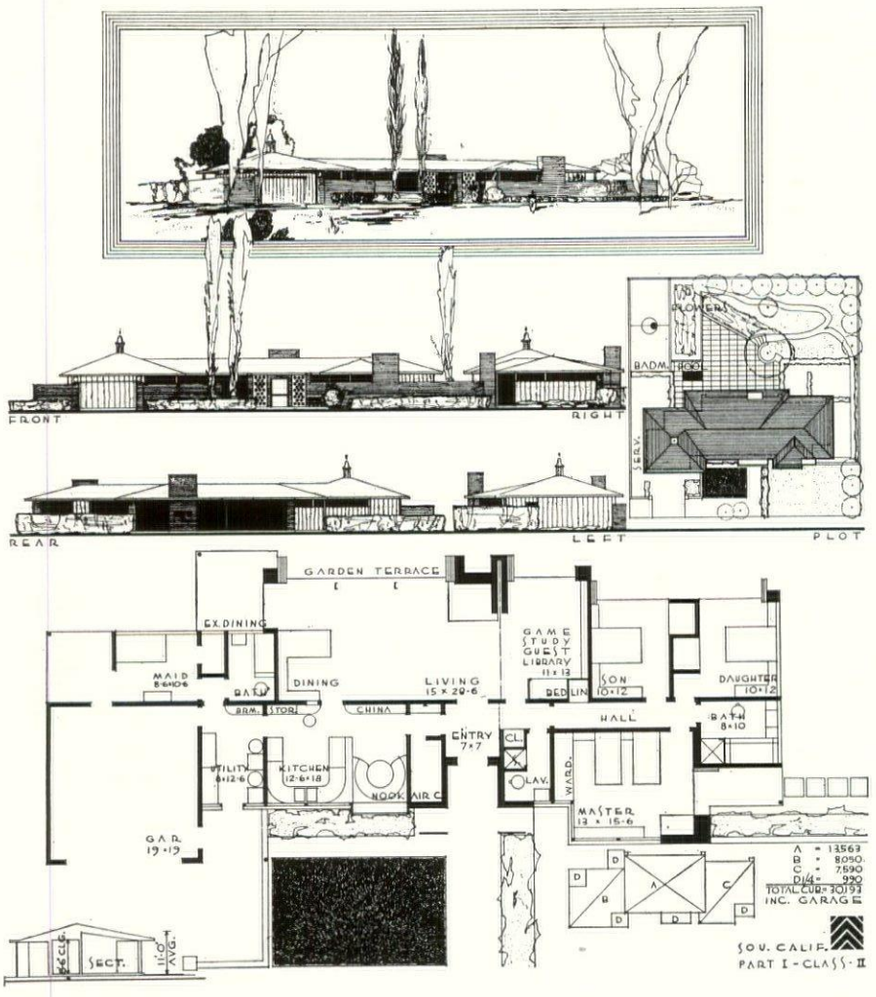
The elevations are not very interesting.

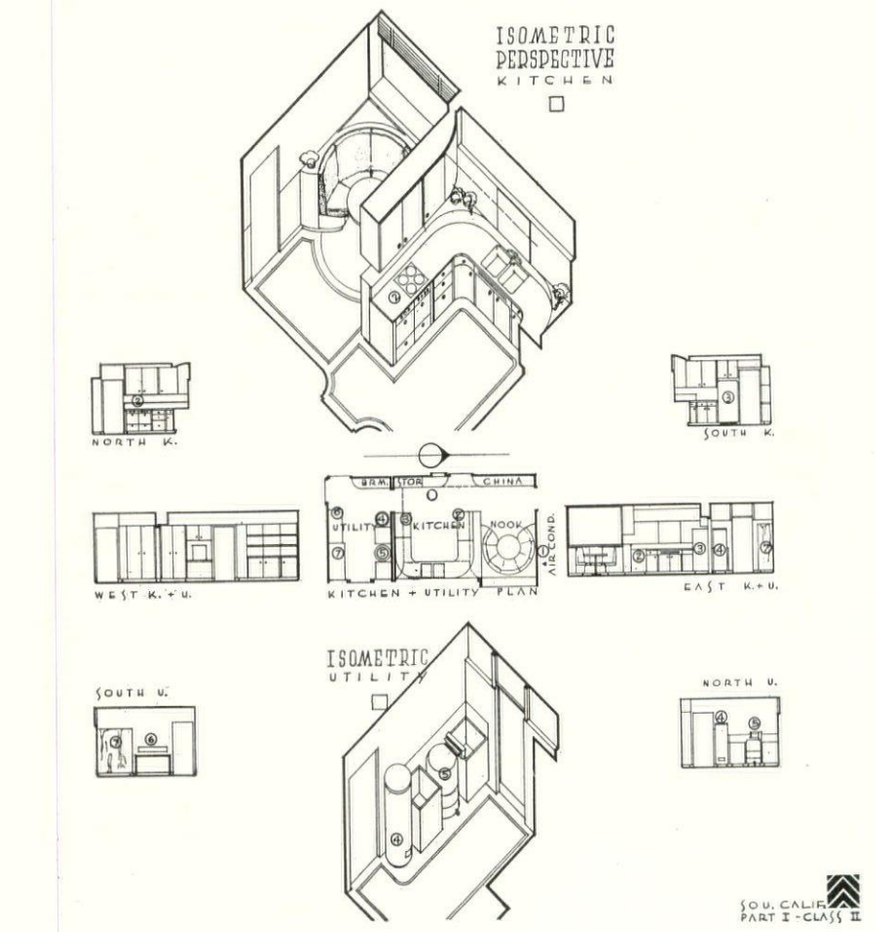
SERVICE EQUIPMENT

RANGE: Model 19—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106. } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
WATER HEATER: AGP Clipper—American Gas Products Corp.
HEATING UNIT: Model 2-FE-8-80—American Gas Products Corp.

$300 PRIZE CLASS II.
AGA COMPETITION

R. C. LEVANAS
LOS ANGELES, CALIF.





Although perhaps adequate, the kitchen of this house would have been benefited by the omission of the nook which appears to take up too much room for its worth. On the other hand it is conceivable that some families would find this adequate for ordinary dining purposes. There seemed to be little wall space in the living room against which to place furniture and the corner fireplace, if such it is, seems of doubtful merit. The bedrooms are small when one considers this competitor had plenty to spare in his cube.

The elevations are interesting, although a bit broken up and a little confusing.

SERVICE EQUIPMENT

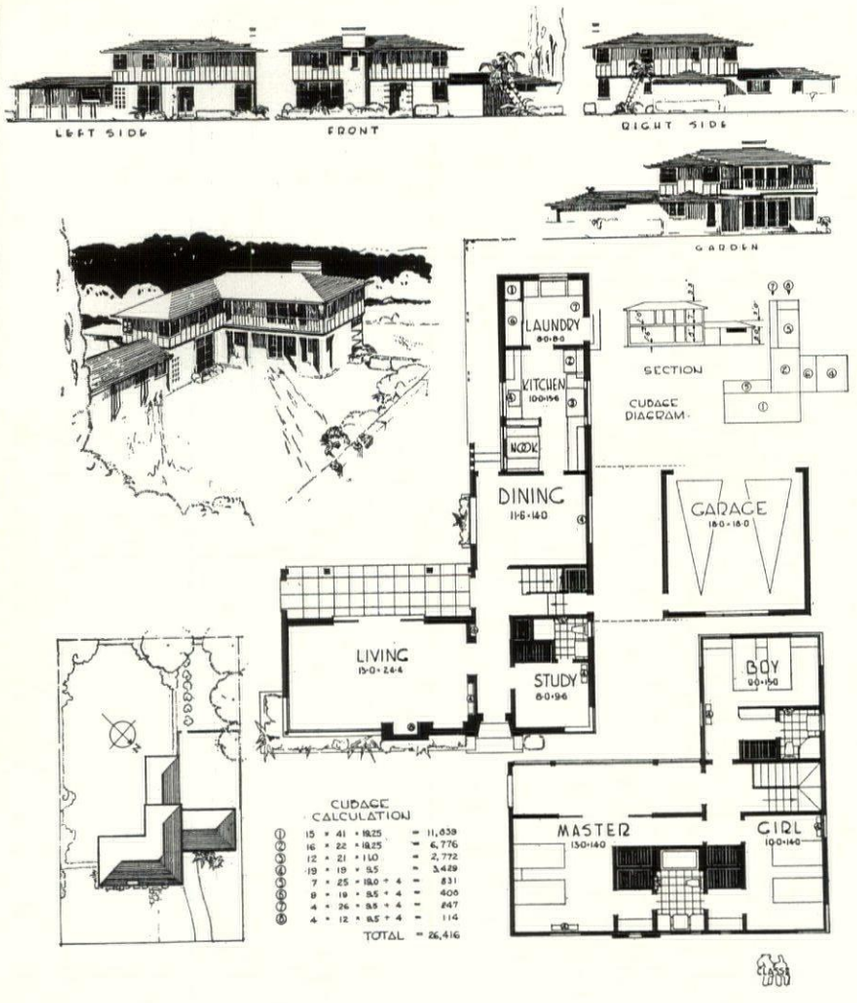
RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div.,
DRYER: Thor Model 110-CL } Electric Household Utilities Corp.
IRONER: Thor Model 99 }
WATER HEATER: Automatic—Ruud Mfg. Co.
HEATING UNIT: Beverlyair Model 133-WAC—Payne Furnace and Supply Co.

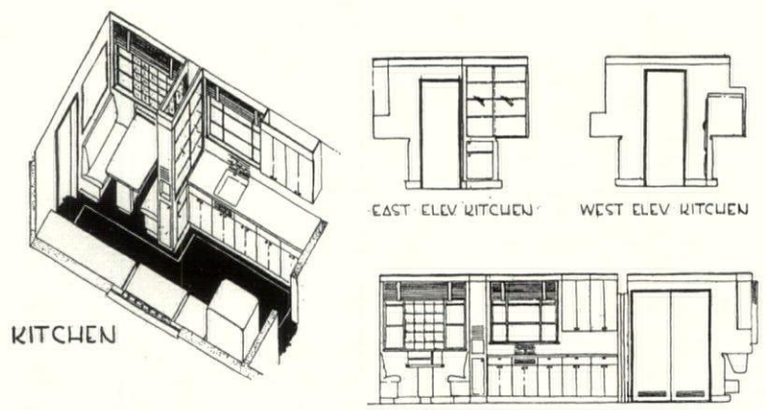
$300 PRIZE CLASS II.

AGA COMPETITION

MARSHALL H. WALKER

SHREVEPORT, LA.





This plan fails to provide for a maid, and simplified itself thereby, but the omission counted against it. The garage, frankly set to one side, is a commendable feature and actually does not appear stuck on. Communication between the kitchen and the front door is not only distant but must be by way of the dining room, another bad feature. This is one of the few submissions, however, that did keep the dining room a separate entity, quite apart from the living room.

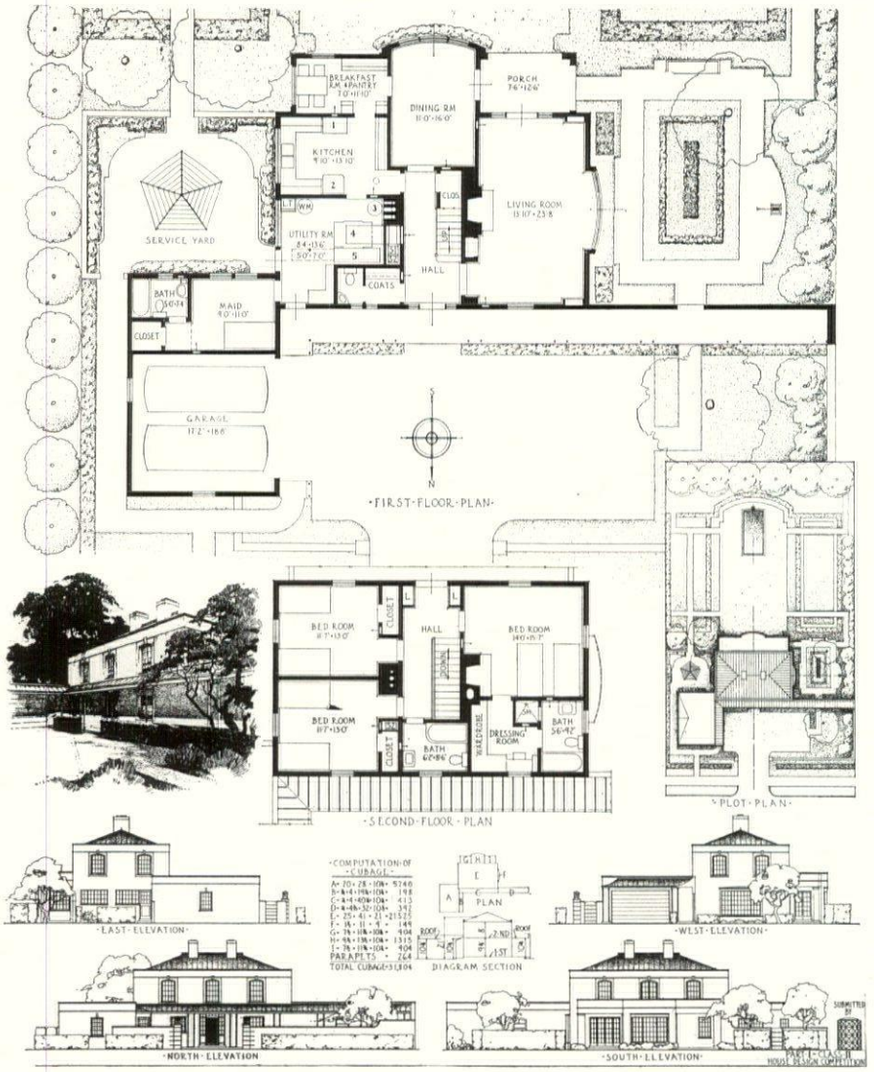
The hallway and master's room opening out on the covered porch are a good feature of the second floor. The bedrooms are small but closet space is adequate and access to the bathrooms very satisfactory.

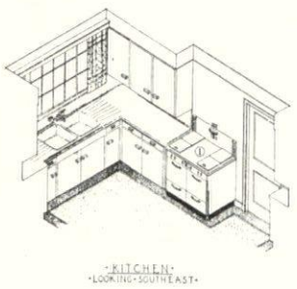
SERVICE EQUIPMENT

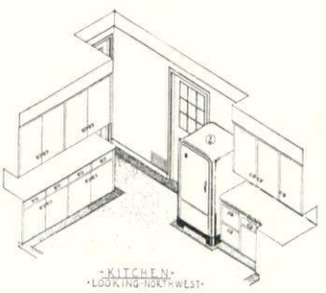
RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
DRYER: Chicago Dryer Co.
WATER HEATER: Ruud Mfg. Co.
RADIANT HEATER: Peerless Mfg. Co.

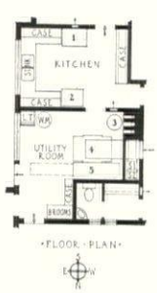
$200 PRIZE CLASS II.
AGA COMPETITION

MALCOLM P. CAMERON
and HOWARD A. TOPP
LOS ANGELES, CALIF.

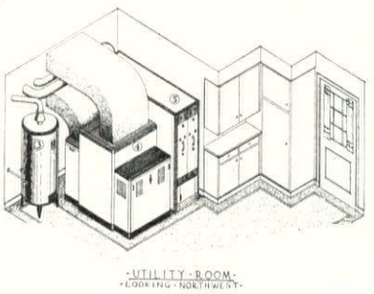



KITCHEN
LOOKING SOUTHEAST


KITCHEN
LOOKING NORTHWEST




UTILITY ROOM
LOOKING SOUTHEAST


UTILITY ROOM
LOOKING NORTHWEST

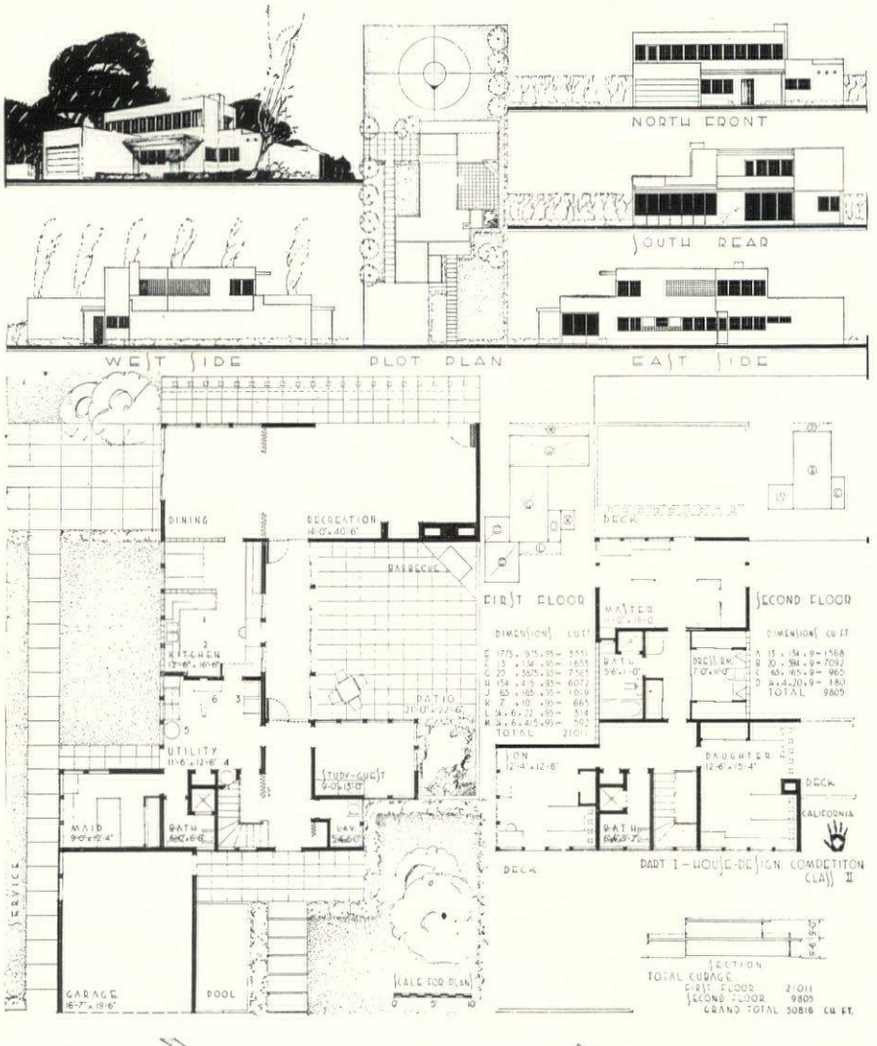
Despite its compact plan this house gave the impression of a much larger establishment. The jury was glad to find at least one house that was traditional in character and yet satisfied the requirements assumed. This one, however, seemed a little too pretentious and formal for its size. The dining room for example is really a small room, and perhaps a little removed from the living room. The mass of the garage too did not tie in well with the main block of the house, although the long expanse of portico was meant to help. Beyond the entrance this portico had no function except as decoration.

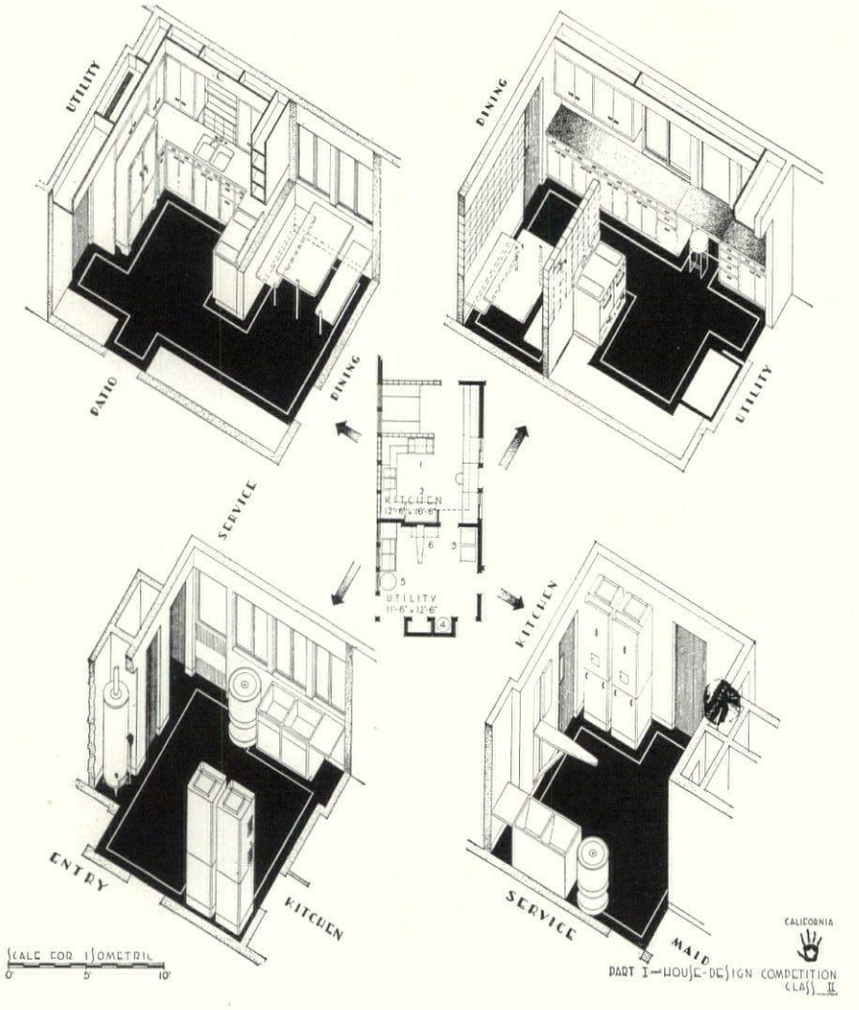
SERVICE EQUIPMENT

RANGE: Magic Chef Model 4000—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
DRYER: Chicago-Francis Model SC-296-G—Chicago Dryer Co.
WATER HEATER: "Trojan" Model 50—General Water Heater Co.
HEATING UNIT: "WAC" Beverlyair Model 133—Payne Furnace and Supply Co.

$200 PRIZE CLASS II.
AGA COMPETITION

YUKIO KAKO
LOS ANGELES, CALIF.

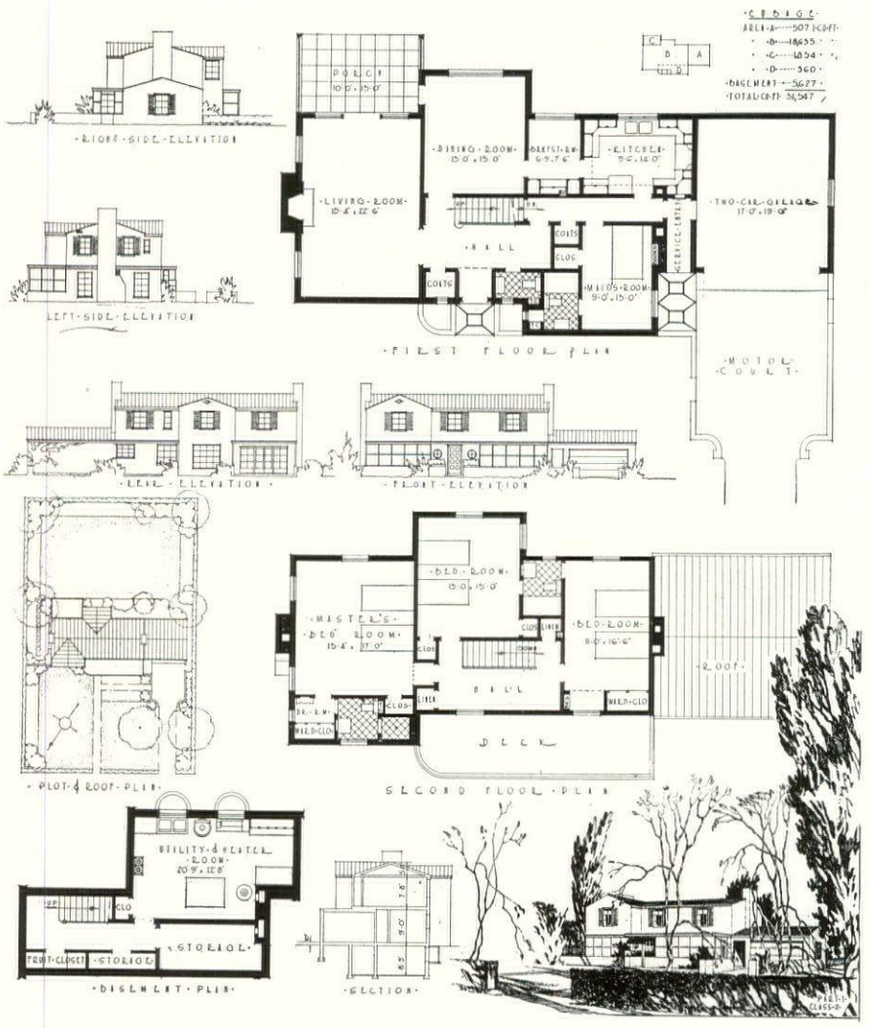


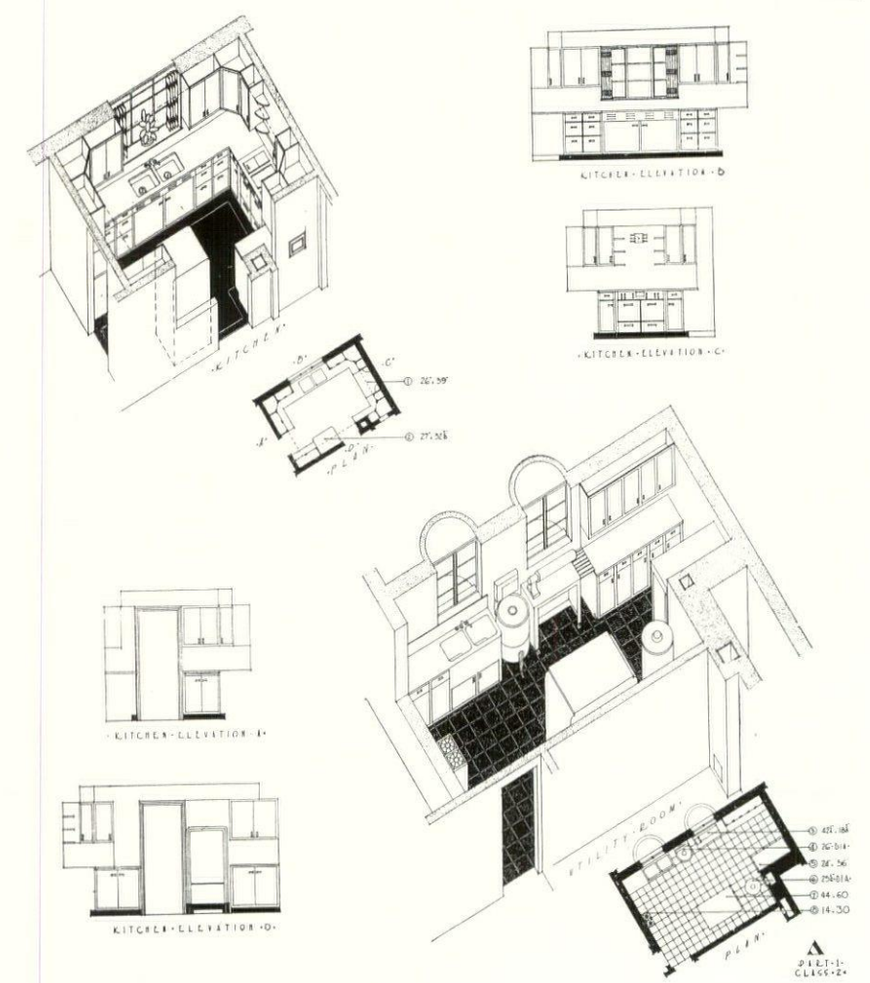


This interesting plan has several good features. All of the essential elements are there, and well placed too. The living room is far removed from the stairs to the second floor but this is often desirable. The function of the patio was not clear since the living room backed up to it with a blank wall and opened out to the garden. A good deal of space was lost also by the passage necessitated for access from the front door to the living room. The study-guest room is not only isolated but small. The second floor sleeping quarters are compact, with an especially fine suite for the owner. The elevations show an insistence on glass areas that would indicate the house would have plenty of light, perhaps too much in the case of the boy's room where two sides are completely open.

SERVICE EQUIPMENT

RANGE: Divided Top Model—The Tappan Stove Co.
REFRIGERATOR: Electrolux—Servel, Inc.
WATER HEATER: American Gas Products Corp.
HEATING UNIT: Forced hot air system—Payne Furnace and Supply Co.





$200 PRIZE CLASS II.

AGA COMPETITION

MAXWELL ARDEN NORCROSS

CLEVELAND, OHIO

Since the utility and heater room was placed in the basement, this competitor was able to get ample areas for the rooms on his first and second floor. The entrance hall seems almost too spacious for this size house, but the area has not been taken to the detriment of the living and dining room. The long hall connecting the service entrance with the stairs to the basement seems unfortunate since it might have been possible to throw this area into the kitchen and breakfast room.

The second floor hall again is large but the bedrooms are of reasonable size.

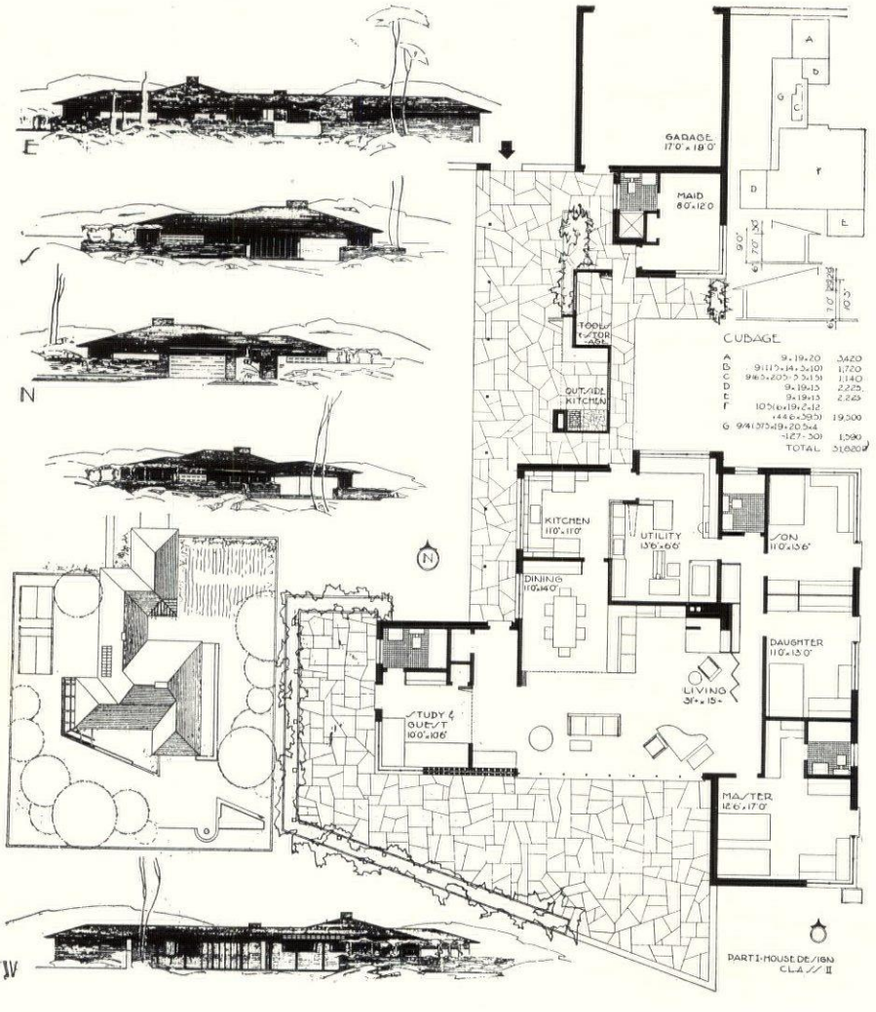
The elevations have an interesting character, although the break in the wall of the second floor front forming the main wall of the hall, placing this over interior partitions and forming a deck, seems a little forced. Otherwise the composition with its horizontal band at the second floor is excellent.

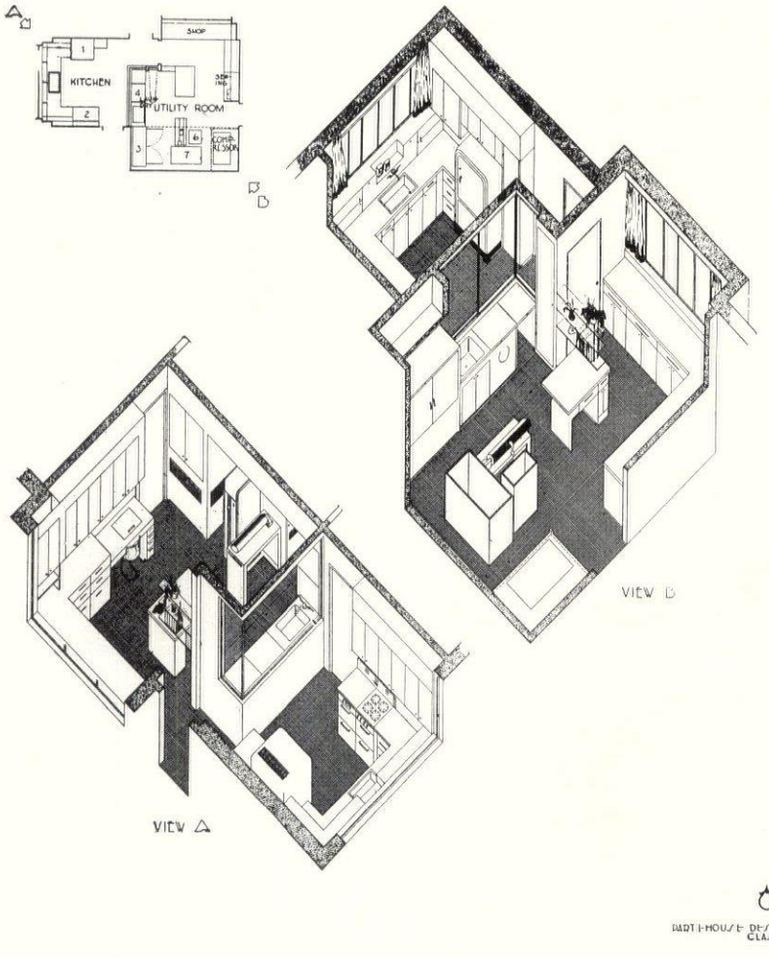
SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-1800—Servel, Inc.
WASHER: Thor Model 106AYX
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
DRYER: Cleveland Dryer Co.
WATER HEATER: "Dictator"—American Gas Products Corp.
HEATING UNIT: Counter-Flow air conditioner Model 2FE —American Gas Products Corp.

$200 PRIZE CLASS II.
AGA COMPETITION

LOIS WILSON WORLEY
NORMAN, OKLA.





This house would seem to have been designed for a particular site, an assumption certainly within the author's rights. The plan is quite broken up, and considerable area is wasted in circulation. It is a long way from the garage to the real entrance to the house, and, unless one preferred to go through the utility room, no access is possible to the bedrooms except through the living room. The latter is long but narrow and with very little wall space for placing furniture. It seems too bad with the large terrace and suggested view therefrom that the dining room should be tucked in toward the center of the house where it would get the least desirable view.

The elevations have a good character particularly suited to the surroundings suggested.

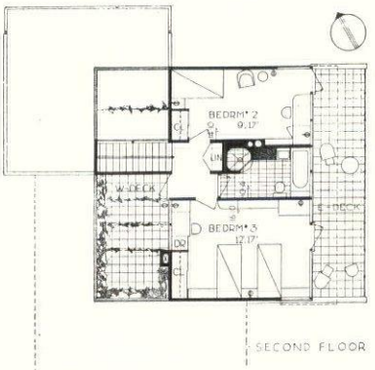
SERVICE EQUIPMENT

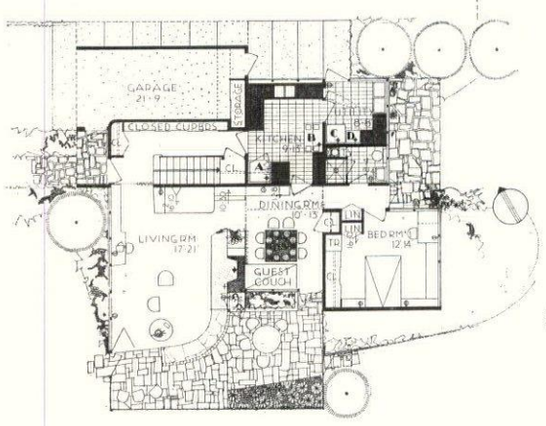
RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Home Laundry—Bendix Home Appliances, Inc.
DRYER: Chicago-Francis Model 2460—Chicago Dryer Co.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Cabinet Model 18-30c—Ruud Mfg. Co.
HEATING UNIT: Model 59F2—Carrier Corp.

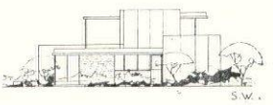
RICHARD J. NEUTRA
LOS ANGELES, CALIF.

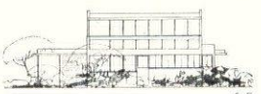




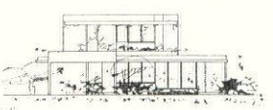




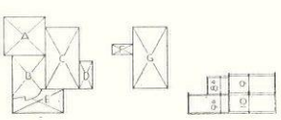


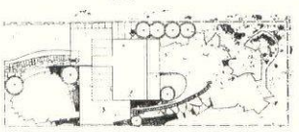


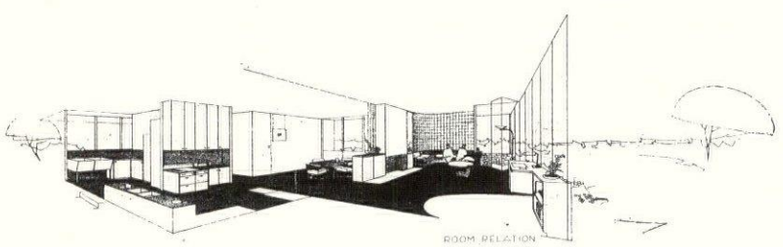


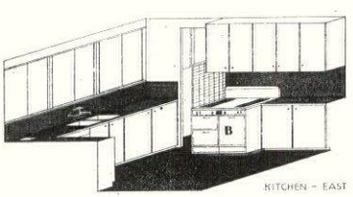


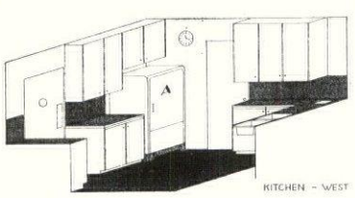
CONTENTS				Cu. Ft.
A	21	17½	10	3541
B	21	17½	10	3675
C	18	29½	10	5310
D	6½	13	10	845
E	14	9	27	547
F	9½	4½	8½	365
G	18½	29½	9	4913
			TOTAL	19196



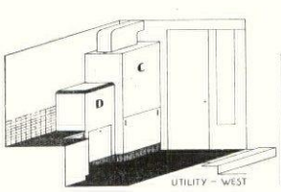


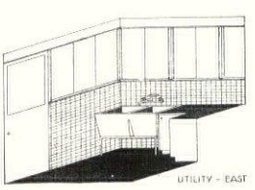














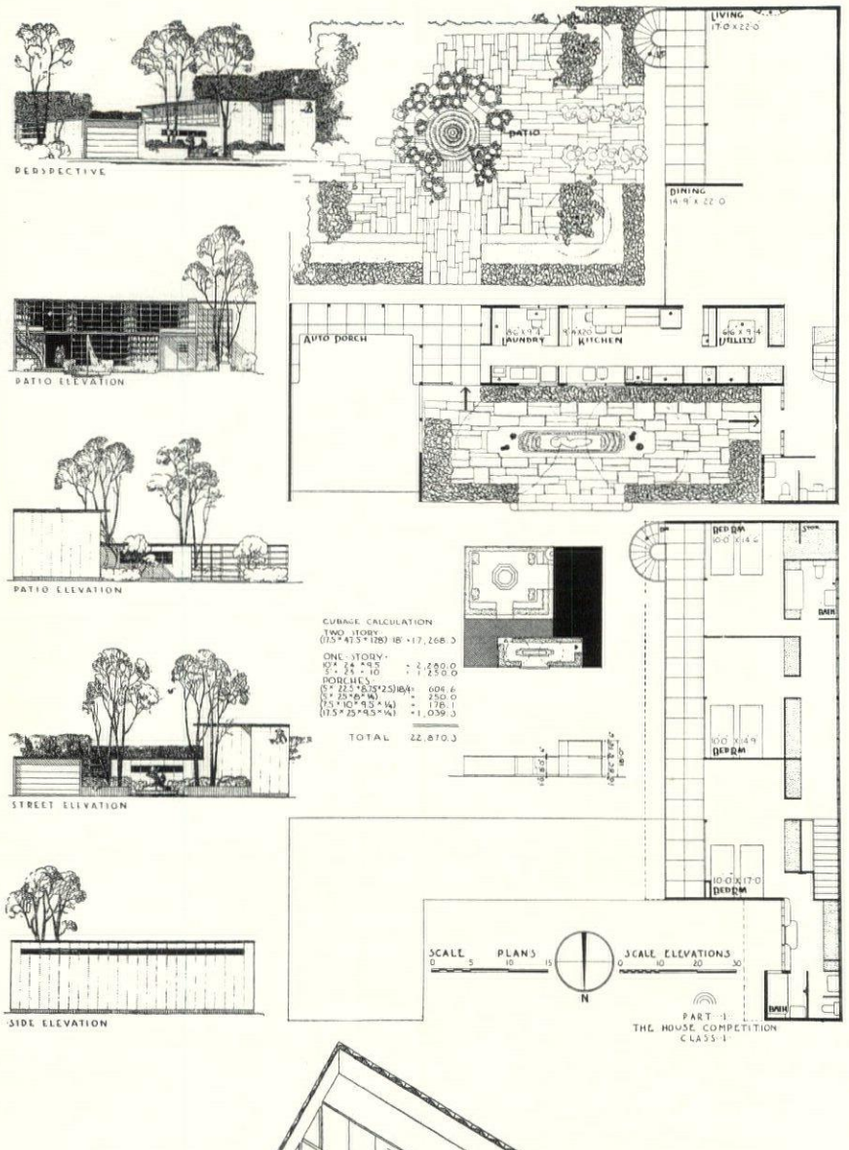
" 'ALL OVER GROUND' permits and fully utilizes exterior openings in the house shell to obtain for the family the exhilaration and biological stimulus of outdoor health factors. Natural light radiation is ample but largely indirect and diffused by shading overhangs and reflecting soffits.
"The master bedroom downstairs has its own outdoor space as do the children's bedrooms upstairs. 'ALL OVER GROUND' is a compact middle-class home without cramping restrictions and with the prestige of contemporary feeling and attitude."

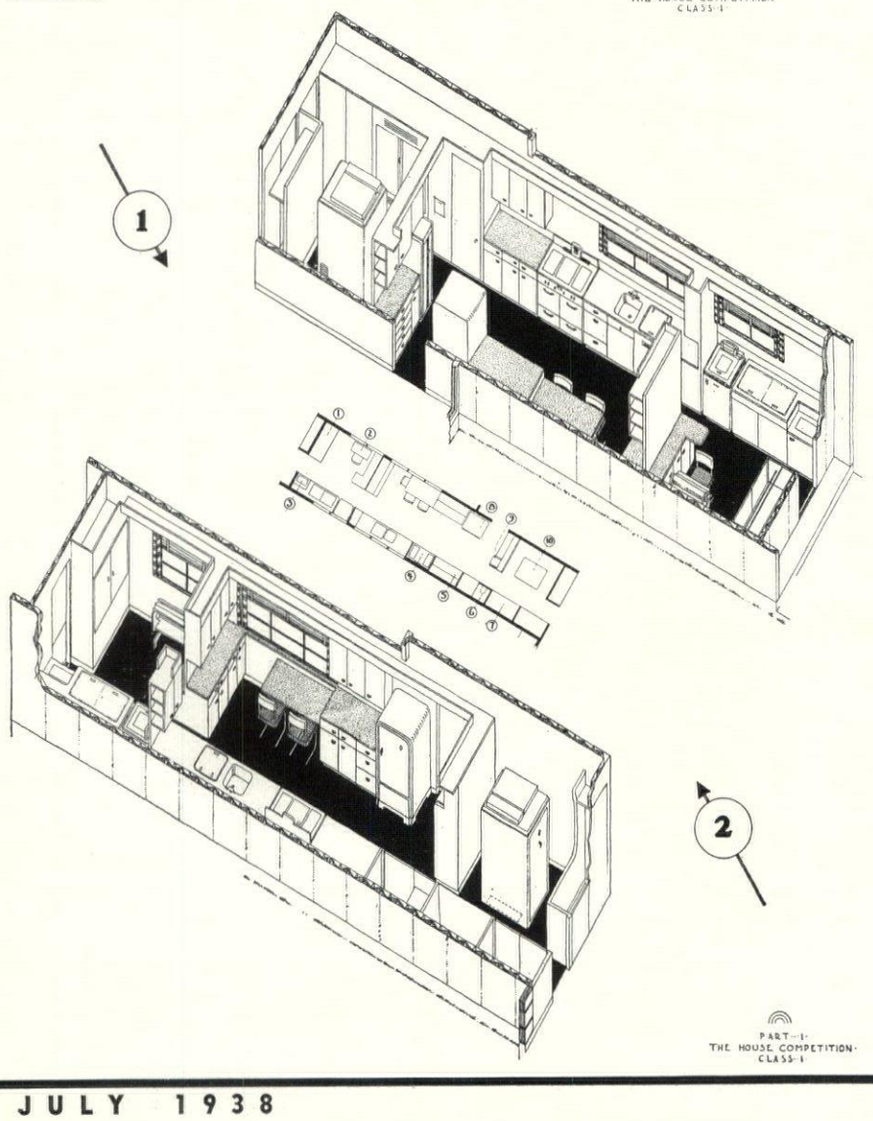
SERVICE EQUIPMENT

RANGE: Jewel Model—Detroit Vapor Stove Co.
REFRIGERATOR: Electrolux—Servel, Inc.
WATER HEATER: Crane Co.
HEATING UNIT: Forced Air Unit—Payne Furnace and Supply Co.

HAYS, SIMPSON & HUNSICKER

CLEVELAND, OHIO

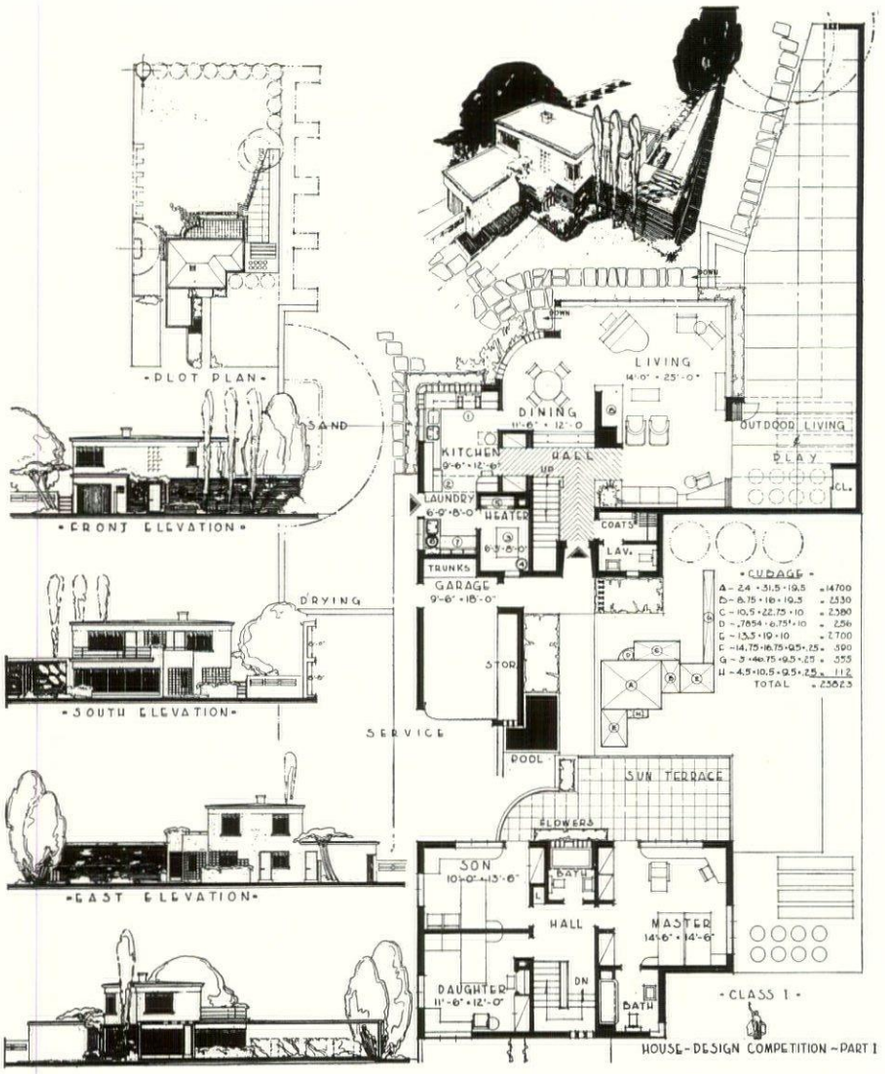


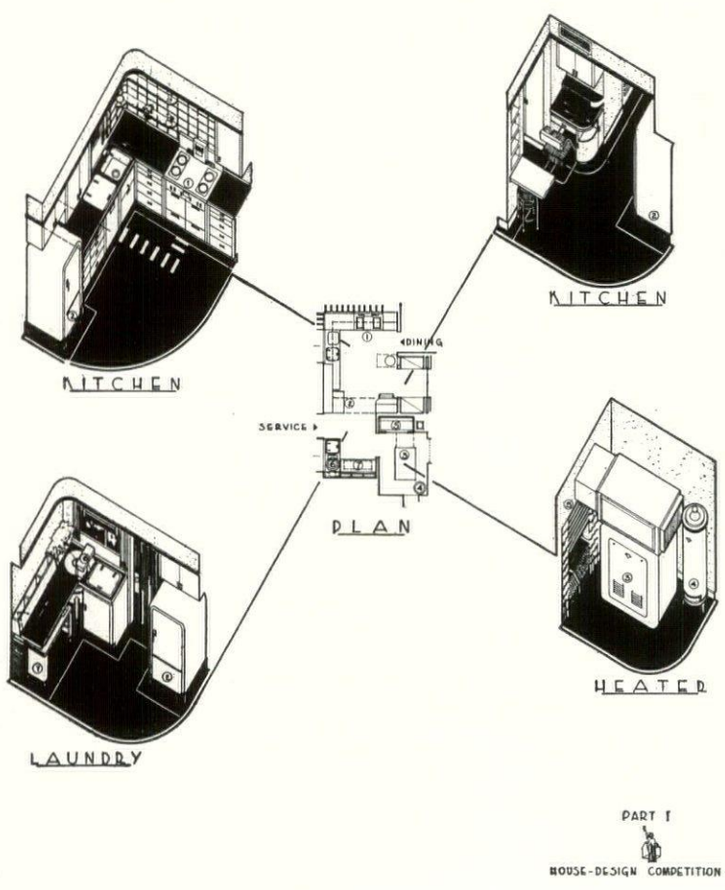


"The plan presented would be attractive in any setting, but it particularly suggests a way in which modern homes could work their way back into neighborhoods threatened with desertion, creating their own wholly attractive individual or group surroundings. The extent to which this can be accomplished may determine the possibility of preserving or reclaiming investments in water lines and other utilities whose practical value is being steadily undermined. The intent of the designers is to present a solution for housing in such areas. A direct, easily supervised street approach, without sacrificing the separation of living and service entrances. A flexible internal living space merging with external living patio. An economical, low-maintenance, modern structure in harmony with the modern equipment which it houses."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
DRYER: Model 9-2460—Chicago Dryer Co.
IRONER: Super Simplex Model 30—Barlow and Seelig Mfg. Co.
WATER HEATER: Model 18-30-6—Ruud Mfg. Co.
HEATING UNIT: Janitrol Model C.A.150-37—Surface Combustion Corp.
COOLING UNIT: Electrolux—Servel, Inc.
INCINERATOR: Ewing Incinerator Co.





JOHN F. BARTELS

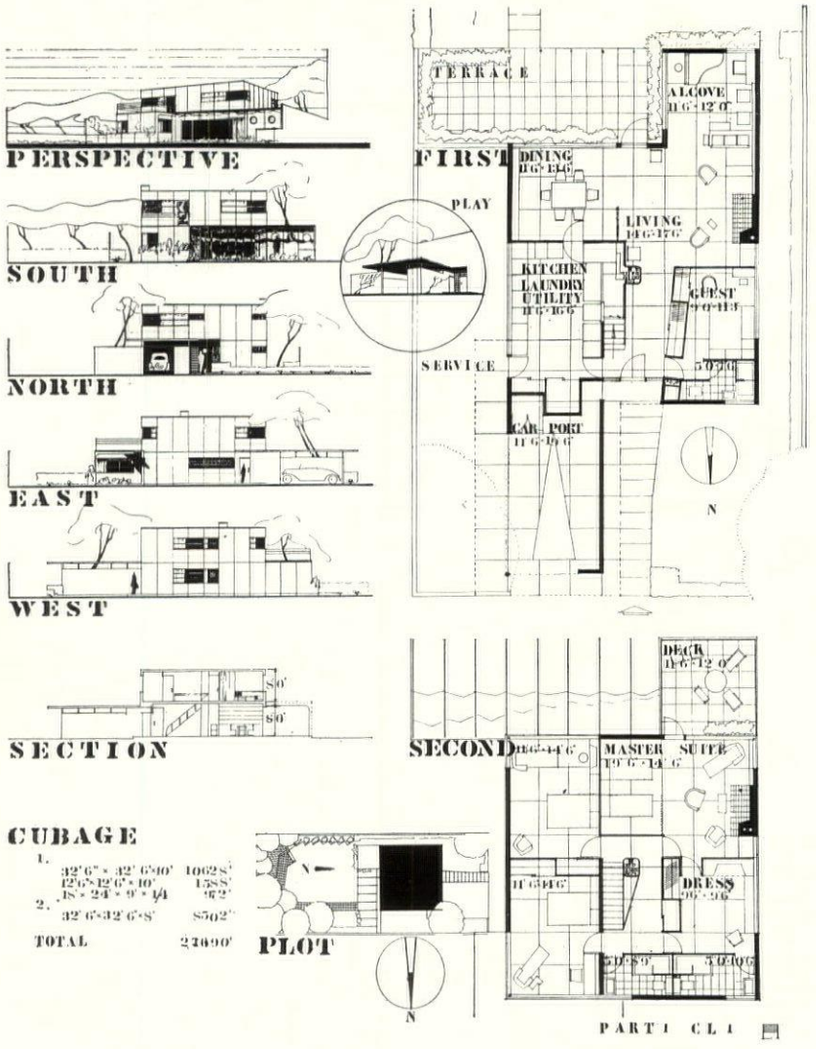
MICHIGAN CITY, IND.

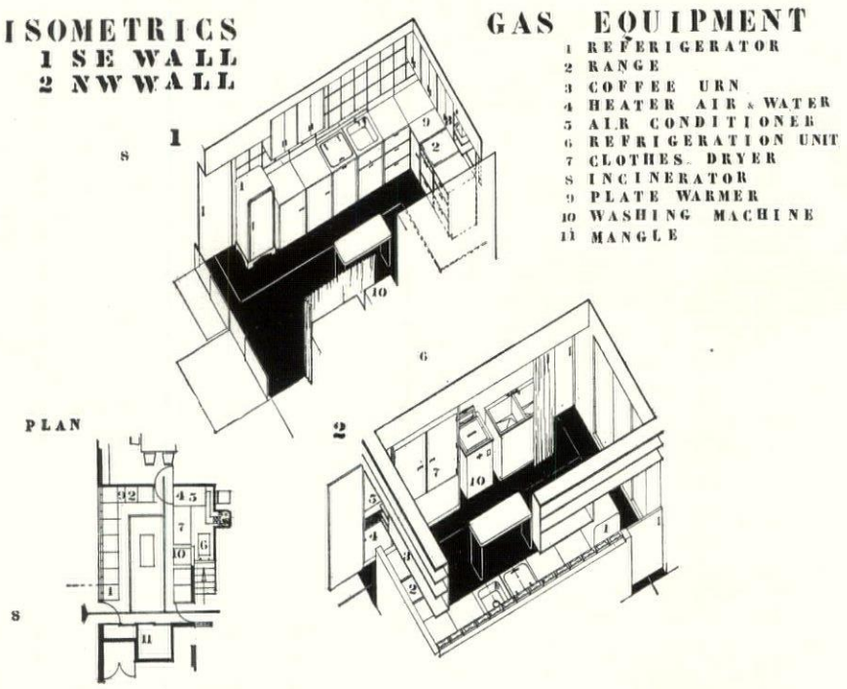
"This house is designed with a feeling for space and freedom, for children's play and adults' recreation.

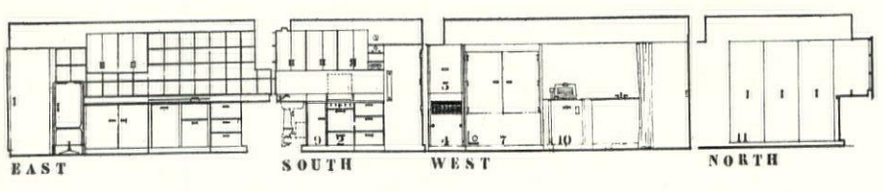
"The living room is designed for maximum sunlight and spaciousness, with a partially roofed terrace area to the west. Part of this area may be closed off from the outside by means of folding glass doors. In order to insure good natural illumination, skylights have been placed in the reenforced concrete slab."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
DRYER: Thor Model 110-CL } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 } Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Dictator—American Gas Products Corp.
HEATING UNIT: Model 2FE—American Gas Products Corp.
RADIANT HEATER: Model 90-A—Armstrong Products Corp.







PART I CL I

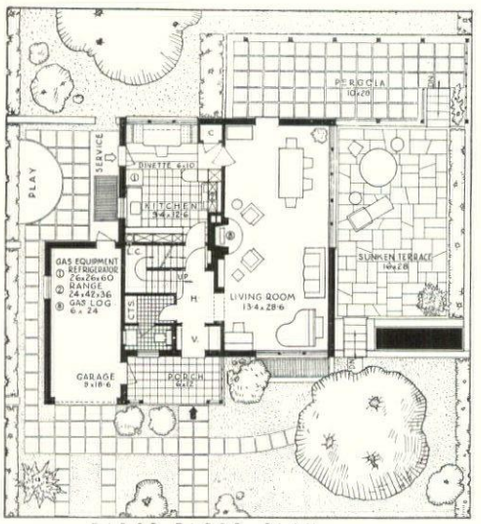
ROBERT H. HOSE

BOSTON, MASS.

"The plot is assumed to be of the city type, 50 by 120 ft., with north-south orientation. The design, capable of prefabrication, is based on a 4-foot module. All mechanical equipment is centrally located. Should this house be constructed in a northern climate, a full garage would replace the car port, the resulting cubage still falling under 24,000 cubic feet."

SERVICE EQUIPMENT

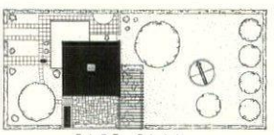
RANGE: Model 8—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-410—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div.,
IRONER: Thor Model 99 } Electric Household Utilities Corp.
DRYER: Thor Model 110-CL }
PLATE WARMER: Gas equipped Model N17-1/2PW—Art Metal Co.
WATER HEATER: Model 59F—Carrier Corp.
HEATING UNIT: Model 59H—Carrier Corp.
COOLING UNIT: Brunswick Model 7HI-14—Carrier Corp.



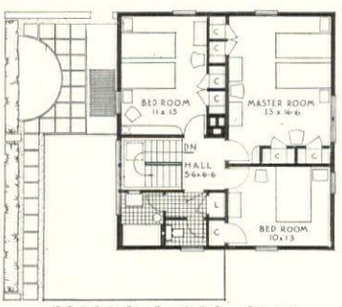
FIRST FLOOR PLAN



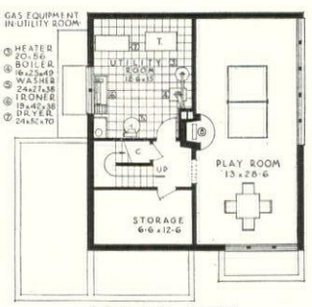
PERSPECTIVE



PLOT PLAN

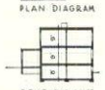


SECOND FLOOR PLAN



CELLAR PLAN

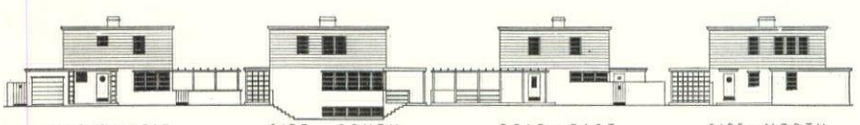




SECTION 1/16"

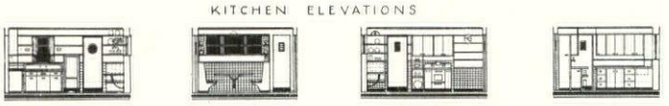
CUBAGE	
A 28×30×26 ÷ 2	10840
B 10×20×9 ÷ 2	1800
C 6×12×9÷4 ÷ 2	162
TOTAL	23802

SUBMITTED BY CLASS I. - NORTH

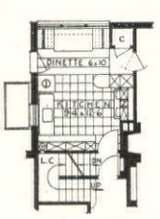


FRONT - WEST SIDE - SOUTH REAR - EAST SIDE - NORTH

KITCHEN ELEVATIONS



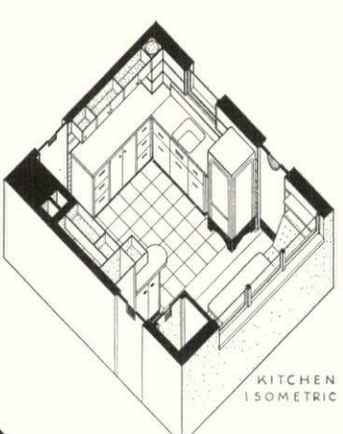
NORTH EAST SOUTH WEST



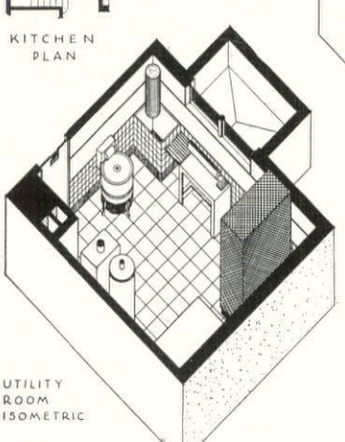
KITCHEN PLAN

LIST OF GAS EQUIPMENT IN KITCHEN

① REFRIGERATOR 26 × 26 × 60
② RANGE 24 × 42 × 36



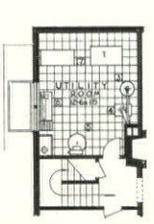
KITCHEN ISOMETRIC



UTILITY ROOM ISOMETRIC

LIST OF GAS EQUIPMENT IN UTILITY ROOM

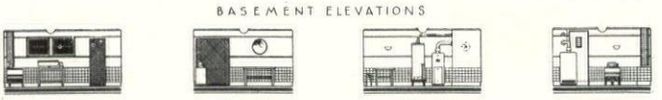
③ HEATER - 25 GALS. 20 × 56
④ BOILER - AGA 700 16 × 25 × 49
⑤ WASHER 24 × 27 × 28
⑥ IRONER 19 × 42 × 38
⑦ DRYER 24 × 52 × 70



UTILITY ROOM

CLASS I

BASEMENT ELEVATIONS



NORTH EAST SOUTH WEST

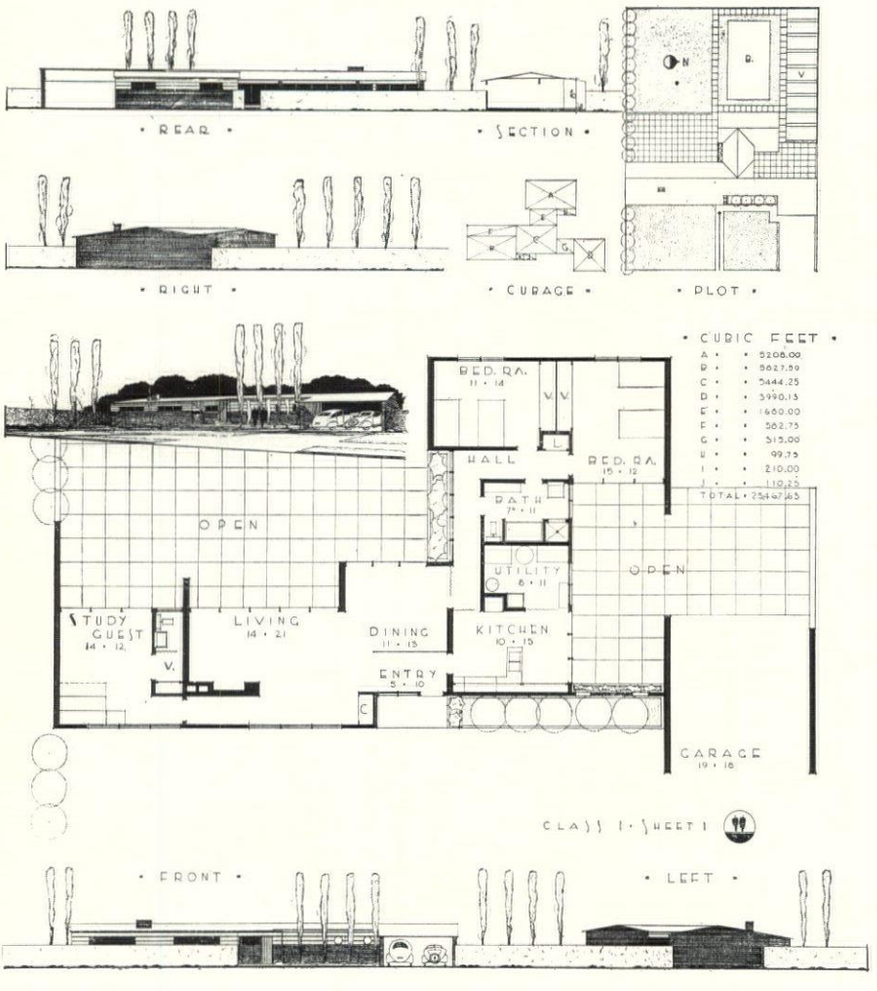
JOHNS S. BURROWS, JR.

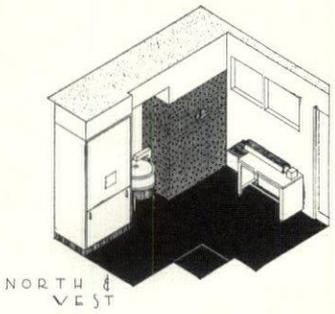
NEW YORK CITY

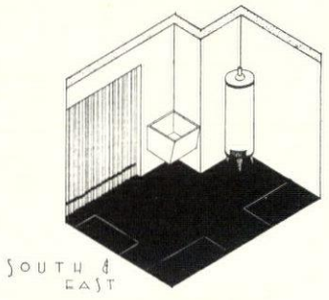
"Economy is achieved through a square plan, simple construction, central chimney, concentrated plumbing and central gas connections. The basement was considered advisable as it saves valuable land space for outdoor living purposes. A sunken garden terrace gives sunlight to the basement playroom."

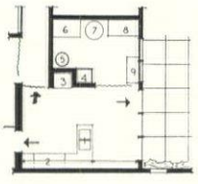
SERVICE EQUIPMENT

RANGE: Model 19—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-500A—Servel, Inc.
WASHER: Thor Model 106AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
} Hurley Machine Div., Electric Household Utilities Corp.
WATER HEATER: Clipper Model 253-S—American Gas Products Corp.
HEATING UNIT: Model 2GA-6E—American Gas Products Corp.

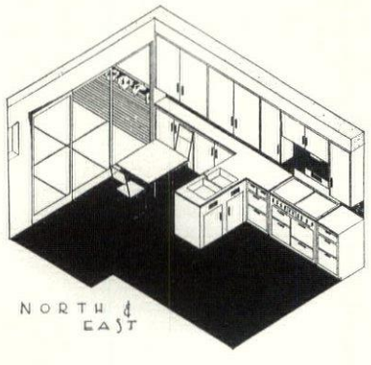


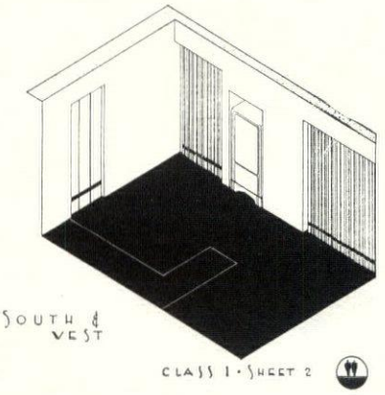






1 • SINK • DOUBLE 16 • 20
2 • RANGE • ROPER "YORKSHIRE"
3 • REF. • SERVEL "PRINCESS"
4 • LAUNDRY • SINGLE TRAY
5 • WATER HTR. A.G.P. "DICTATOR
6 • AIR CONDITIONING • PAYNE
7 • WASHER • THOR
8 • CLOTHES DRYER • THOR
9 • IRONER • THOR





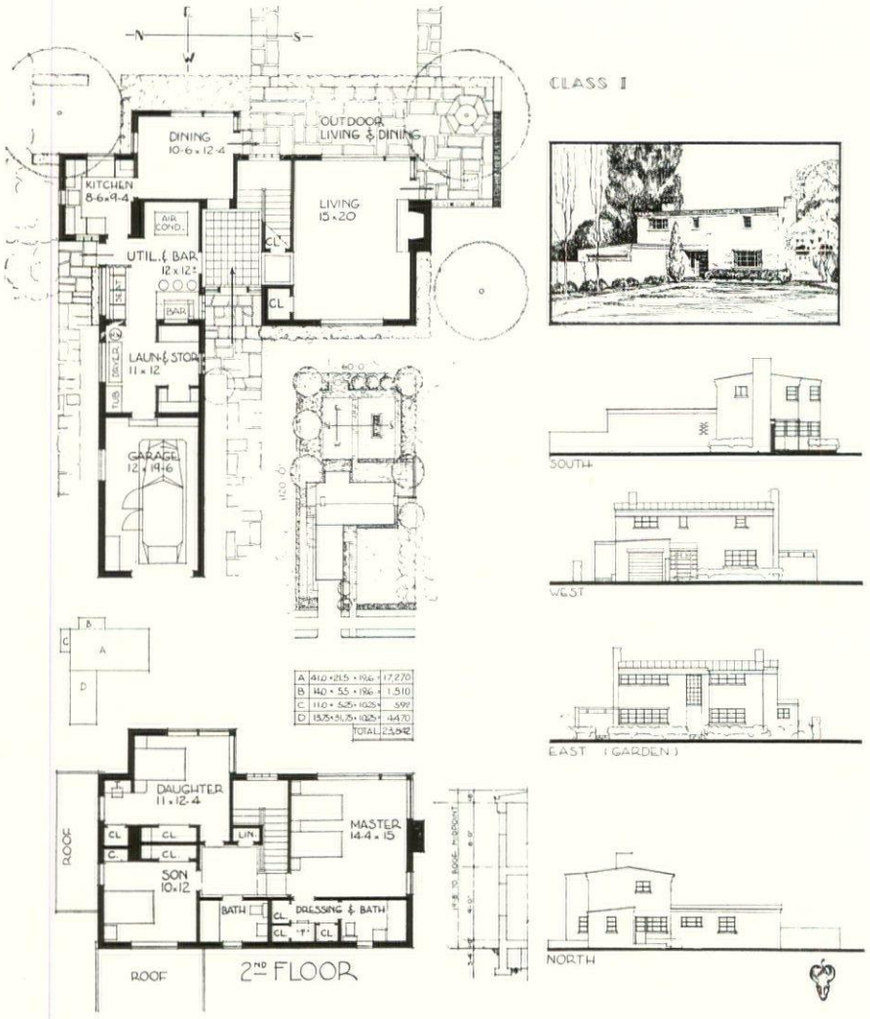
CLASS I • SHEET 2

DAVID L. REGENSBURG
LOS ANGELES, CALIF.

"A design for the Southern States with two major outdoor living areas. The main rooms are oriented east and west. The bathroom, utility room and kitchen are centered for maximum economy and a small lavatory is provided in conjunction with the study-guest room. The exterior has been treated with the greatest possible simplicity."

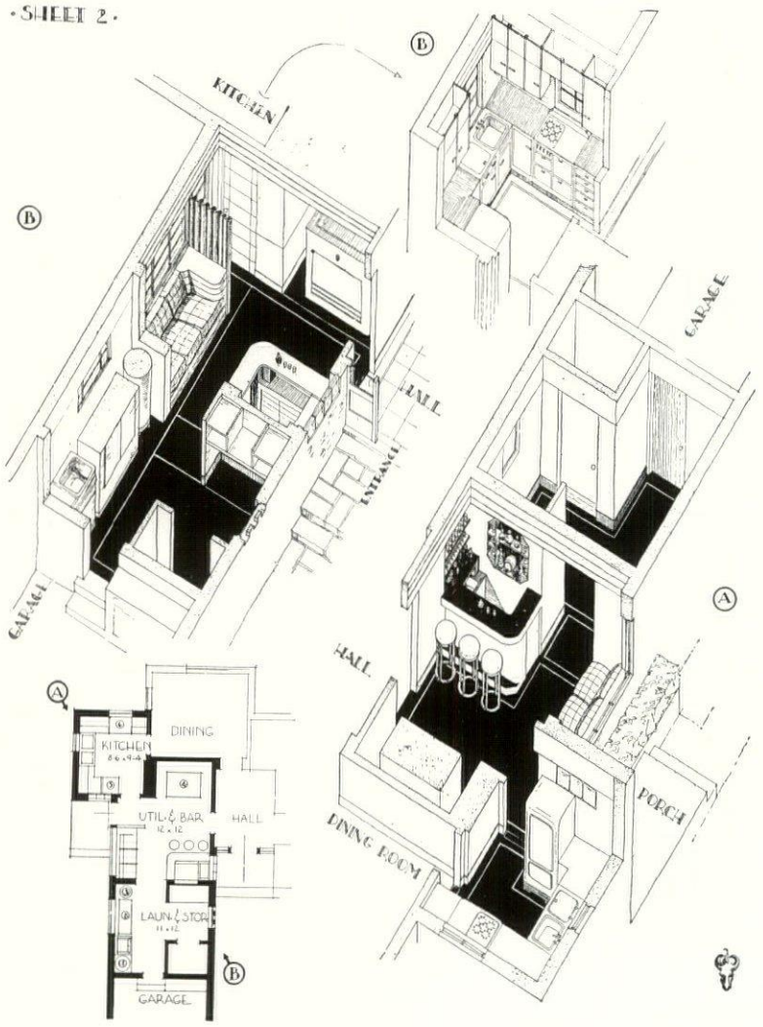
SERVICE EQUIPMENT

RANGE: Yorkshire Model 9000—George D. Roper Corp.
REFRIGERATOR: Princess Model J-500—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div.,
DRYER: Thor Model 110-CL } Electric Household Utilities Corp.
IRONER: Thor Model 99 }
WATER HEATER: Dictator Model—American Gas Products Corp.
HEATING UNIT: Model 180FAU—Payne Furnace and Supply Co.



DANIEL E. LAMONT
WASHINGTON, D. C.

• SHEET 2 •

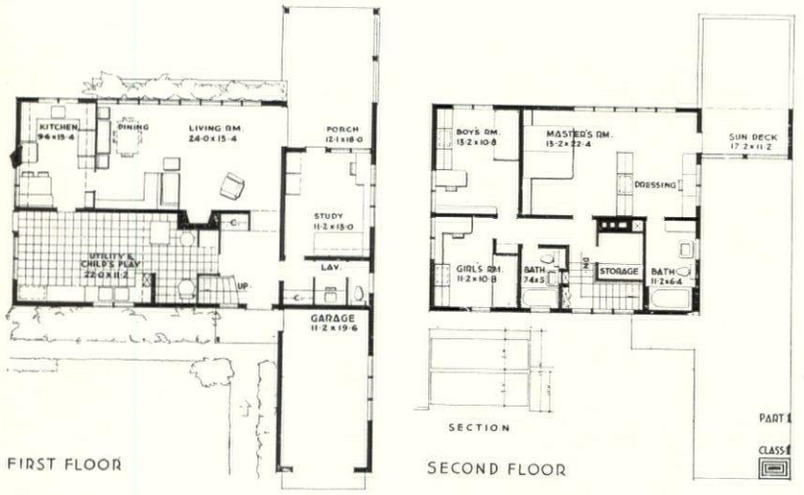


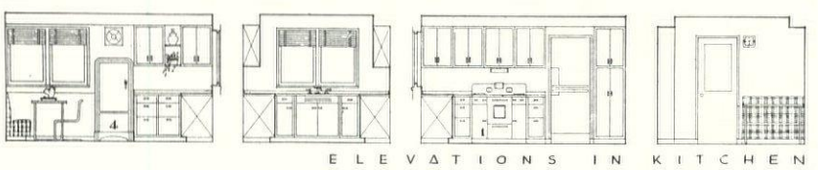
"The house offers a possible solution to certain constant problems; it provides for a logical sequence of functions for everyday living, entertaining, etc., maximum freedom of access in minimum space, with very low ratio of gross area to net areas."

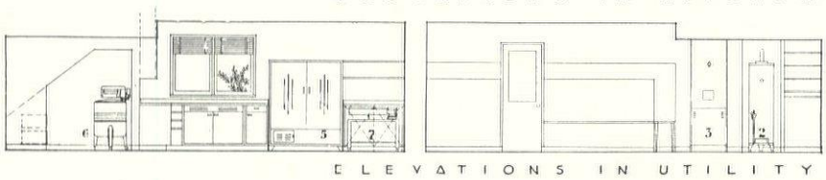
SERVICE EQUIPMENT

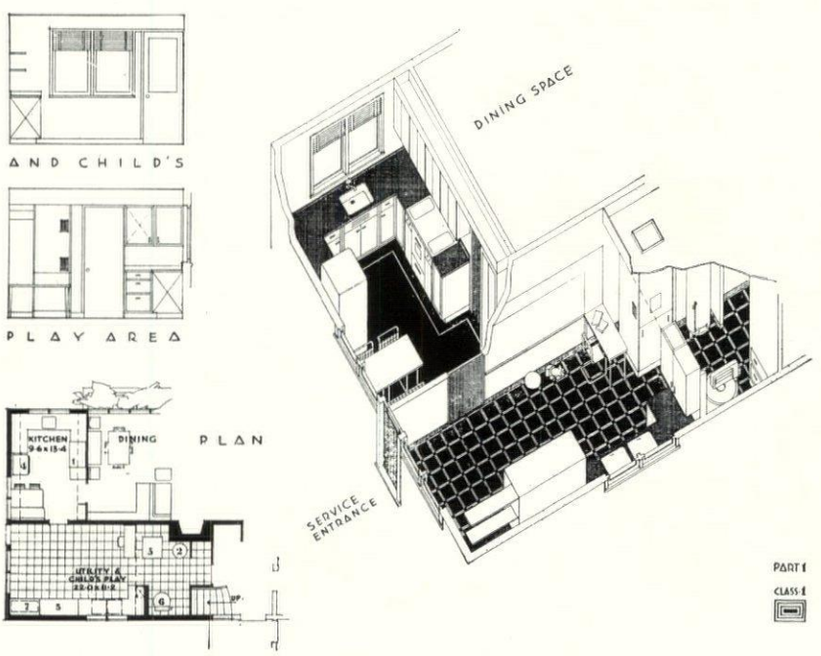
RANGE: Essex Model 1300—George D. Roper Corp.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106AYX—Hurley Machine Div., Electric Household Utilities Corp.
DRYER: Model G2060—Chicago Dryer Co.
WATER HEATER: Model 403S—American Gas Products Corp.
HEATING UNIT: Air Conditioner Model 132-AC-78—Bryant Heater Co.









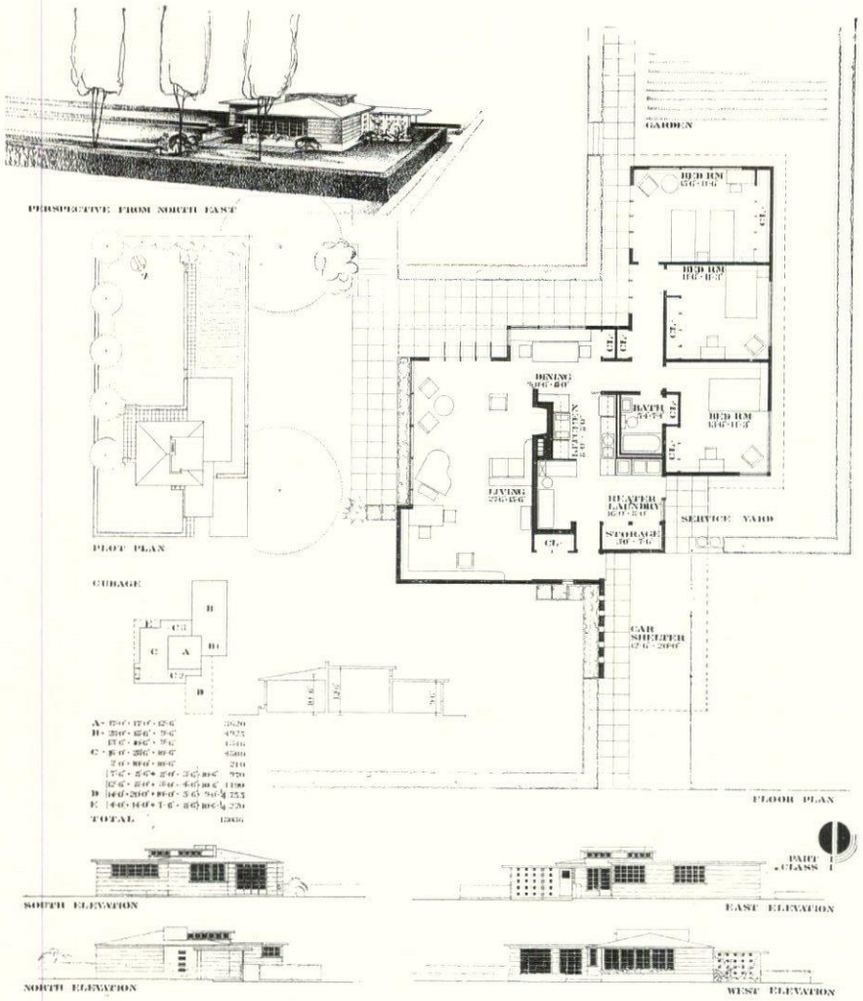


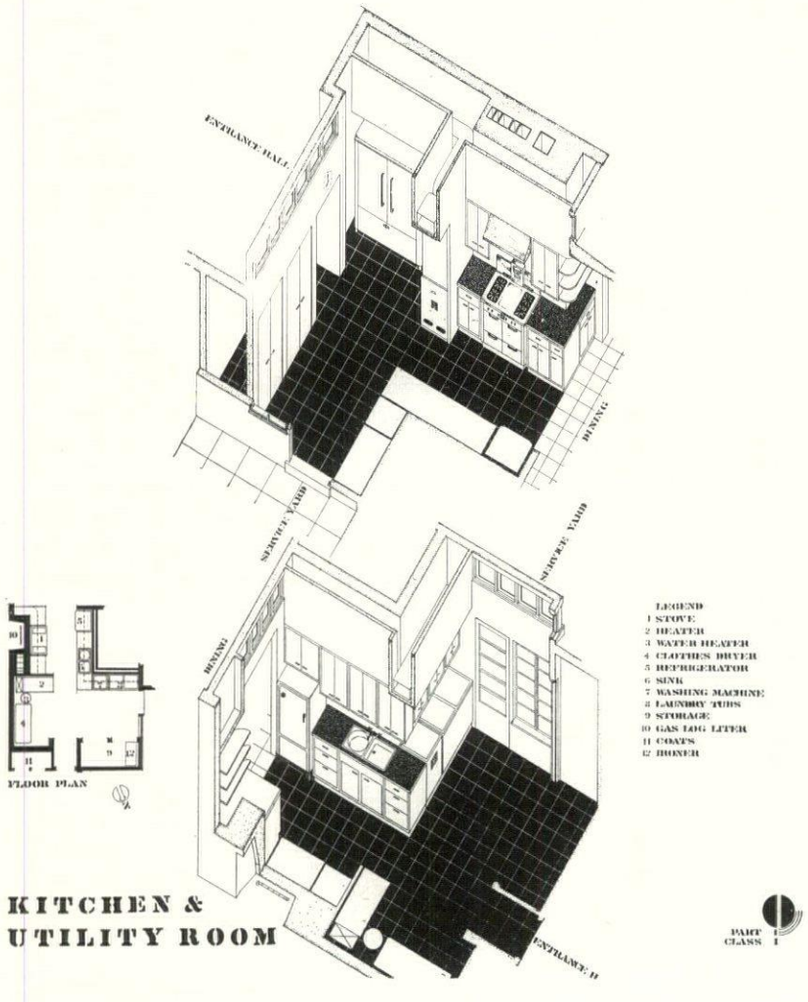
CHARLES CROOM
LESTER BALSTAD
NEW YORK CITY

"The house is primarily oriented for a southern exposure. The lot required would be 60 ft. wide by 100 ft. to 150 ft. deep. It is planned on a 1 ft. 4 in. module, the center bearing wall running up the full two stories for simplicity of construction."

SERVICE EQUIPMENT

RANGE: Model 19—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
DRYER: Judelson Model—Domestic Dryer Corp.
WATER HEATER: Model 40C—American Gas Products Corp.
HEATING UNIT: Forced Air Model 135FAU—Payne Furnace and Supply Co.





THOMAS L. HAND
T. MARSHALL RAINEY
CINCINNATI, OHIO

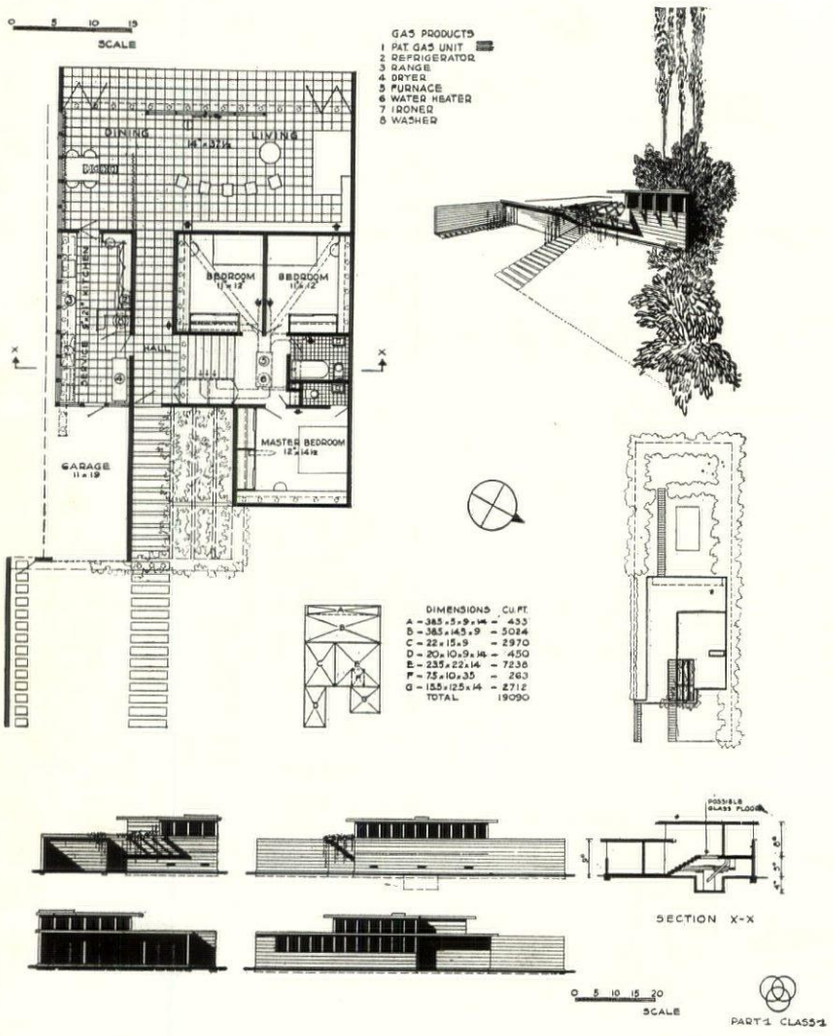
"Placed in one centrally located space which provides immediate access to dining, service yard and front entrances, the work area is efficiently located to make the most of its labor saving equipment. Convenience of delivery and storage is accomplished by the placing of the service entrance. Besides other light sources the working area and bath are lighted by a clerestory. The house is small and efficient, yet large in the sense that it is flexible and open."

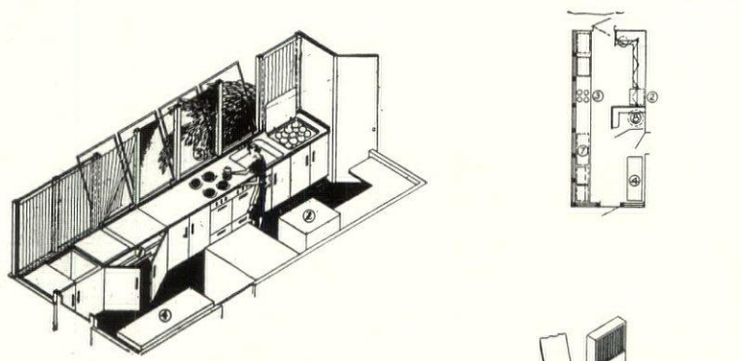
SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
DRYER: Snowhite—Williamson Heater Co.
WATER HEATER: Model 25C—American Gas Products Co.
HEATING UNIT: Model BF850C—Arvant Heater Co.

ARNE KARTWOLD

BERKELEY, CALIF.



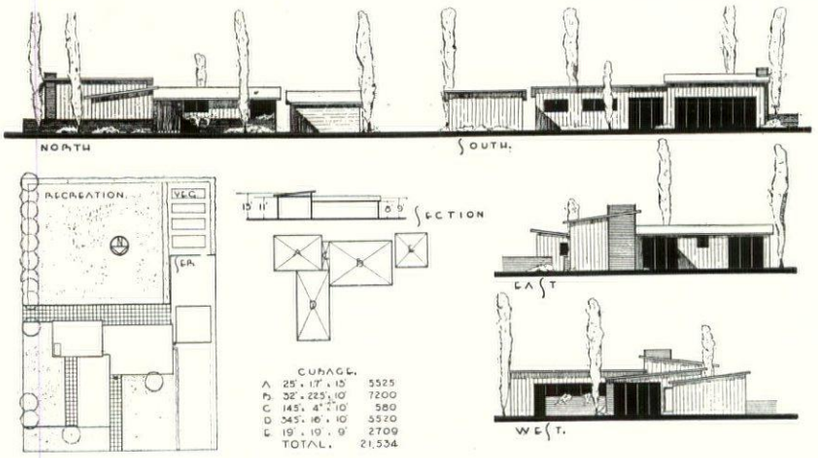


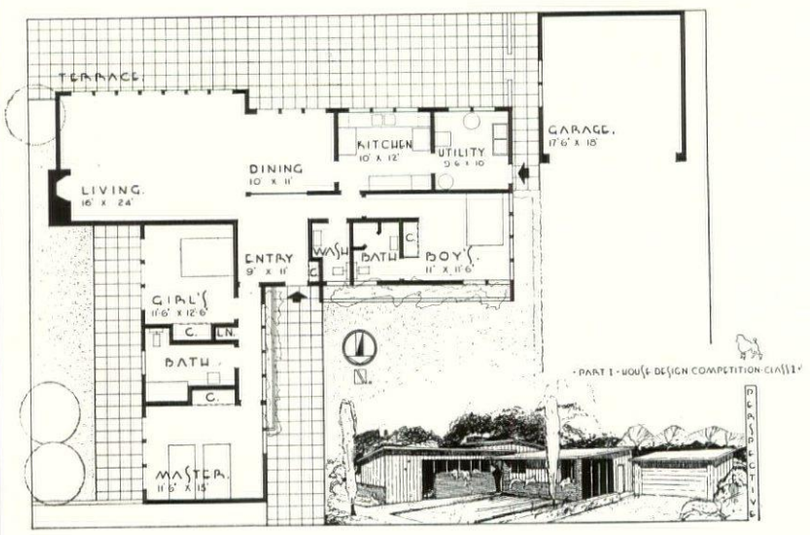
"Not theoretical—actual—to meet existing conditions. Simple construction. Concentrated circulation. Bedroom unit giving sense of security and privacy. Living areas in direct relationship with garden."

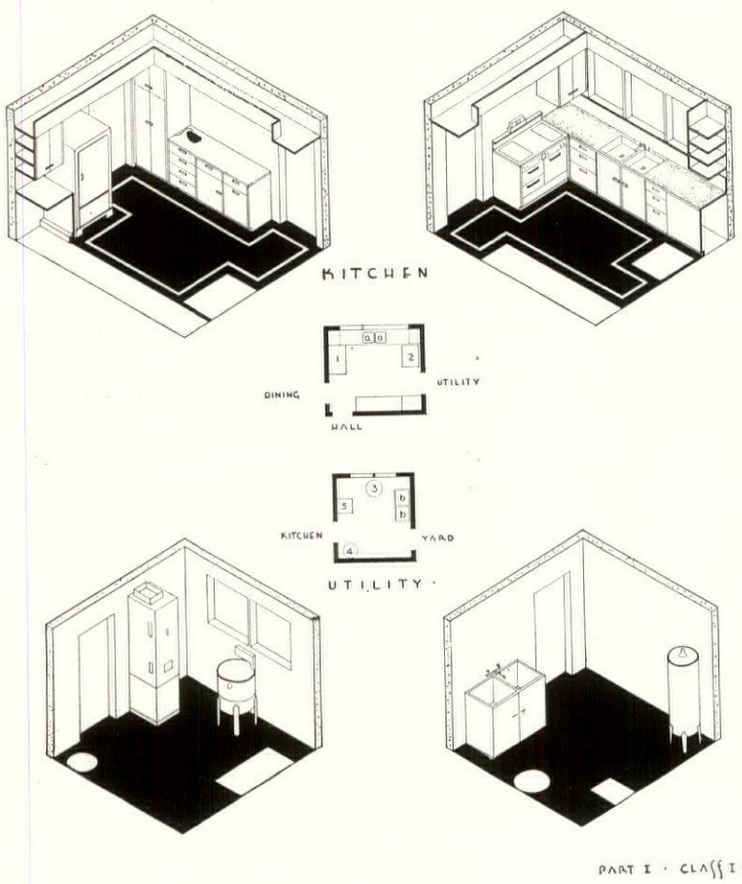
SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J410—Servel, Inc.
WASHER: Thor Model 105AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
DRYER: Chicago Dryer Co. }
WATER HEATER: Model 33-20—Ruud Mfg. Co.
HEATING UNIT: Model 59F4—Carrier Corp.

PART 1 CLASS 1







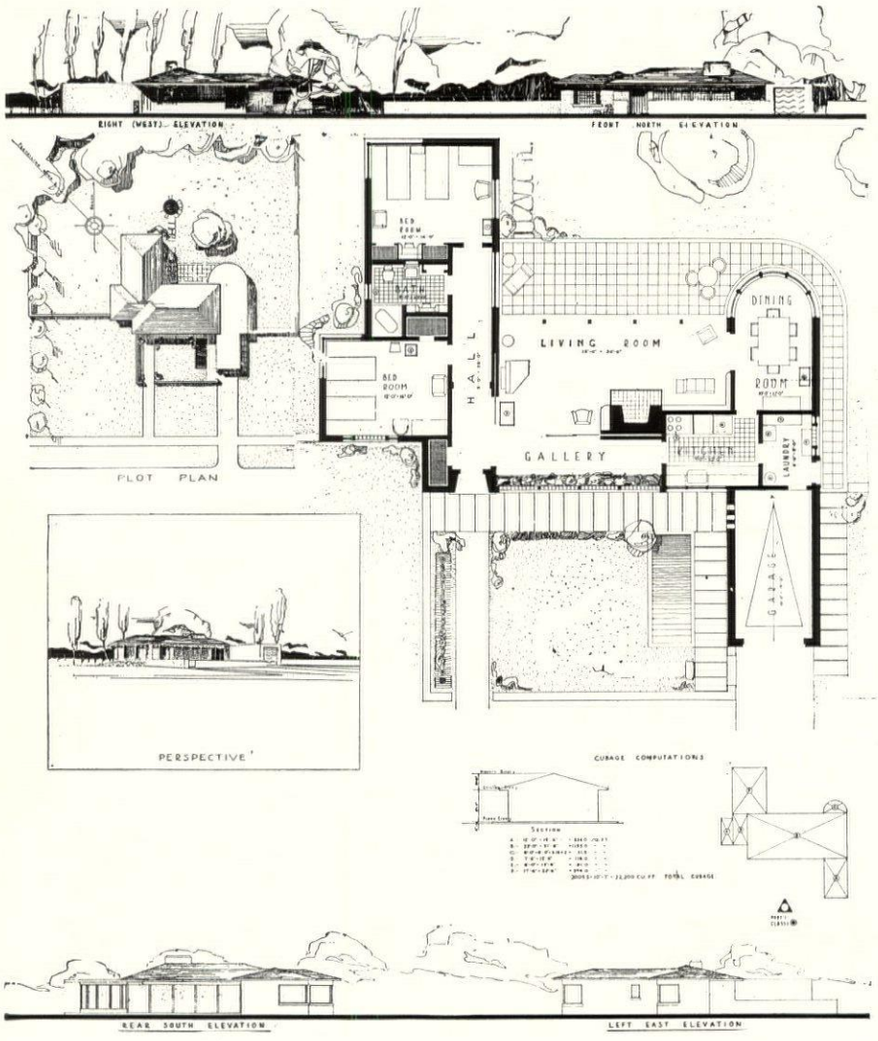
HARRY W. HARMON

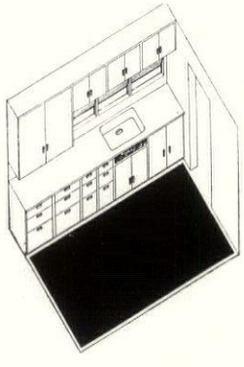
LOS ANGELES, CALIF.

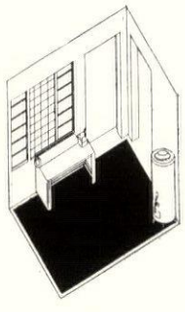
"The southern location of this house permits a maximum of outdoor living where the interior is interlocked with the gardens as is noted in the plan. The house is designed for four occupants. The daughter, being the younger of the two children, is placed nearer the parents. The living room and dining room may be combined or separated as desired. Windows in the living room, dining room, daughter's room and master's bedroom are in reality doors which open on to the terrace."

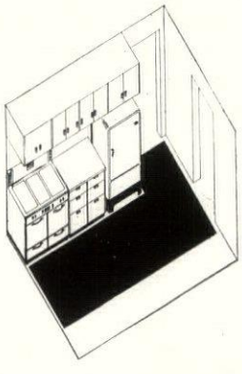
SERVICE EQUIPMENT

RANGE: Detroit Michigan Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Clipper Model 303-S—American Gas Products Corp.
HEATING UNIT: Model 90FAU—Payne Furnace and Supply Co.

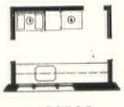














BRYAN MILLER

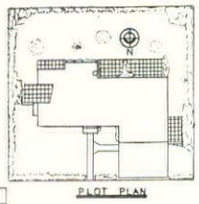
STILLWATER, OKLA.

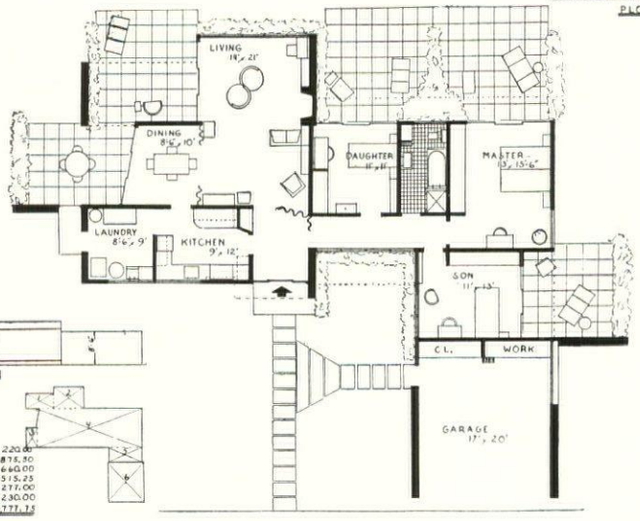
"A lot facing north was chosen and the designer has attempted to make the most of the southern exposure. A residence of this type naturally is not suited to small building sites, but it must be borne in mind that lots are relatively cheap in the Southwest."

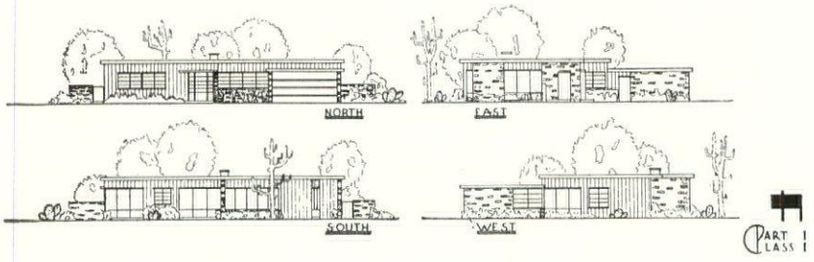
SERVICE EQUIPMENT

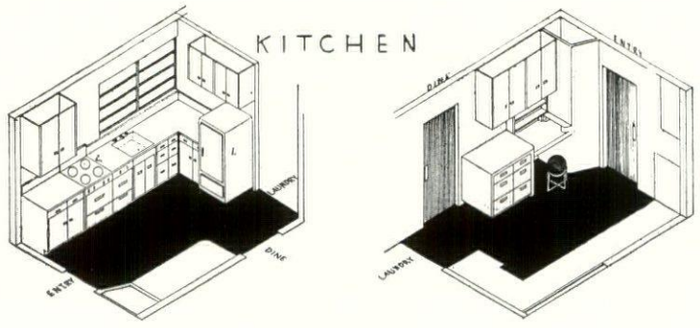
RANGE: Magic Chef Model 4000—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 105AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
(Hurley Machine Co. Div., Electric Household Utilities Corp.)
WATER HEATER: Automatic—Ruud Mfg. Co.
HEATING UNIT: Payne Furnace and Supply Co.
WALL HEATER: Fraser



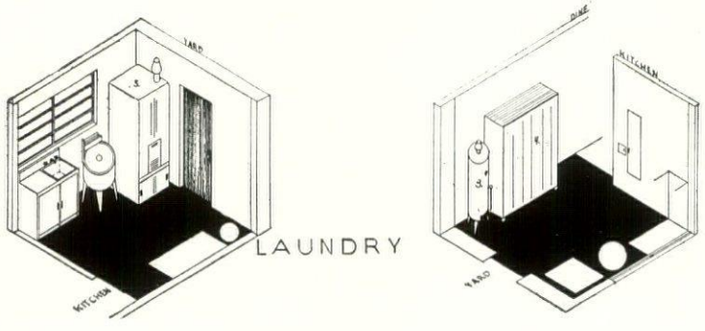










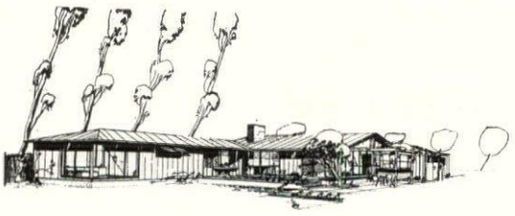


HENRY J. FRIEL
TRONA, CALIF.

"This home is designed for year-round living in a Western desert community. Each room opens on its own private terrace through large sliding glass panels. The plan is arranged for the best traffic and air circulation possible."

SERVICE EQUIPMENT

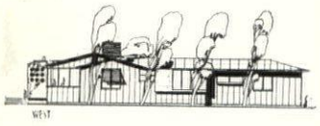
RANGE: Magic Chef Model 4100—American Stove Co.
REFRIGERATOR: Electrolux Model J-500—Servel, Inc.
WASHER: Thor
DRYER: Thor—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Model 30-C—American Gas Products Corp.
HEATING UNIT: Model U-38-B—Marvelaire Corp.

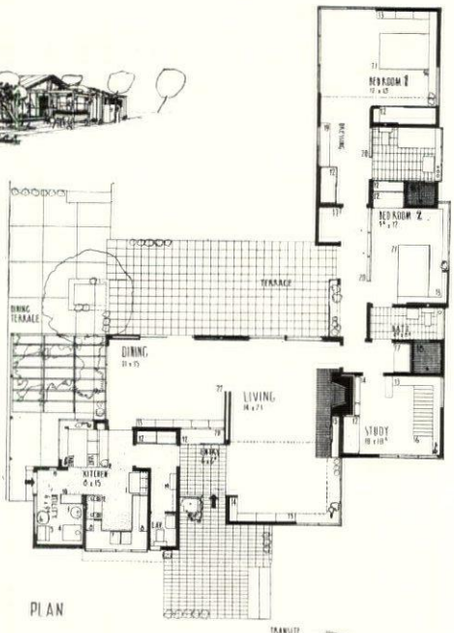








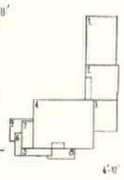


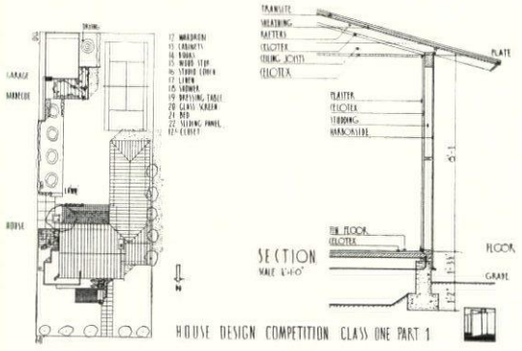


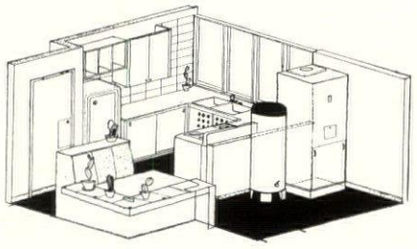
COMPUTATIONS

1. 16'-0" x 24'-9" x 11'-6" = 4554 CU'
2. 17'-0" x 17'-6" x 11'-6" = 3421.25
3. 15'-3" x 15'-3" x 11'-6" = 2325
4. 24'-0" x 31'-0" x 11'-6" = 8556
5. 5'-6" x 16'-0" x 11'-6" = 644
6. 5'-0" x 10'-6" x 11'-6" = 362.25
7. 6'-0" x 15'-0" x 11'-6" = 897
8. 5'-0" x 34'-0" x 9'-5"-4" = 162
9. 9'-5" x 61.5 [illegible] = 167

CUBAGE = 21,056.50



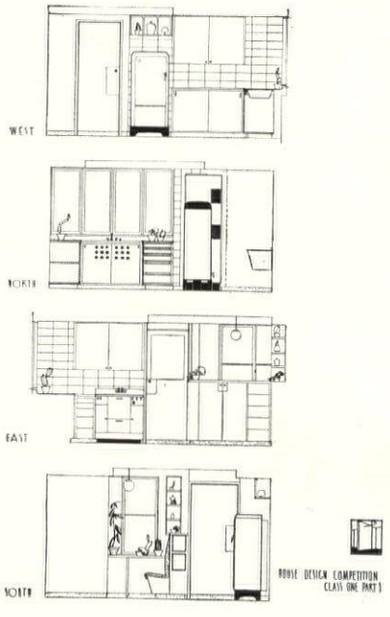






LEGEND

1. REFRIGERATOR
2. STOVE
3. WATER HEATER
4. HEATING UNIT
5. LAUNDRY TRAY
6. WASHING MACHINE
7. SINKS
8. CABINETS
9. TELEPHONE
10. BROOM CLOSET
11. IRONING BOARD



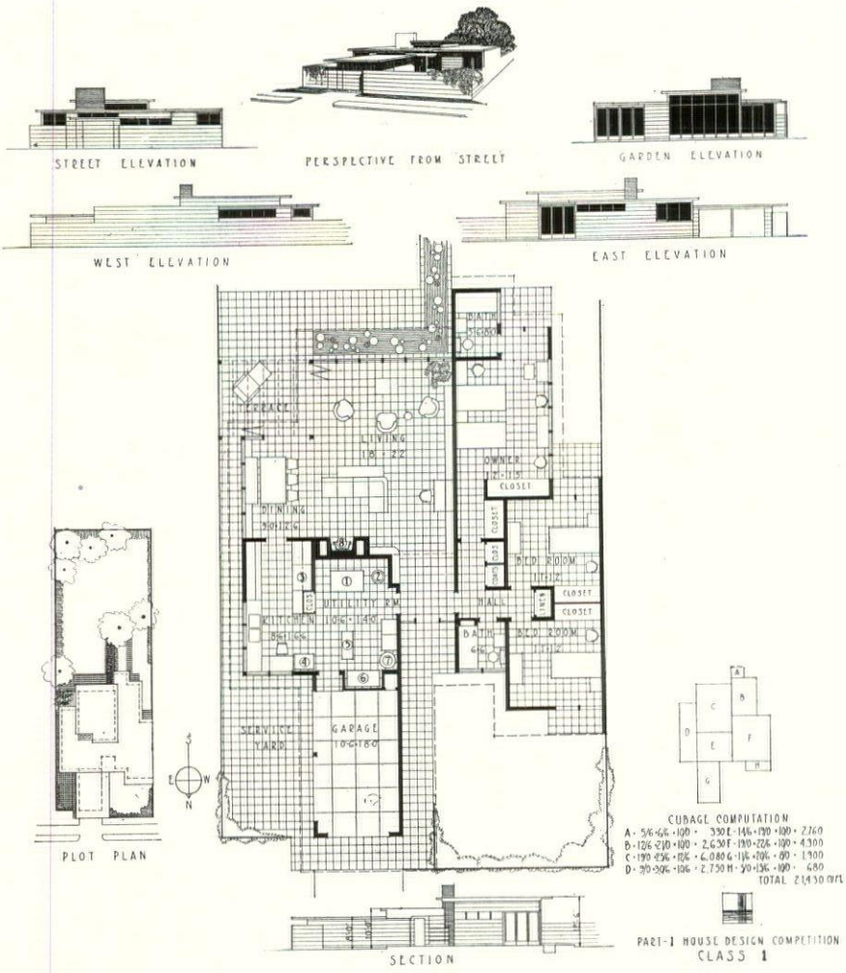
CHARLES A. O'GRADY

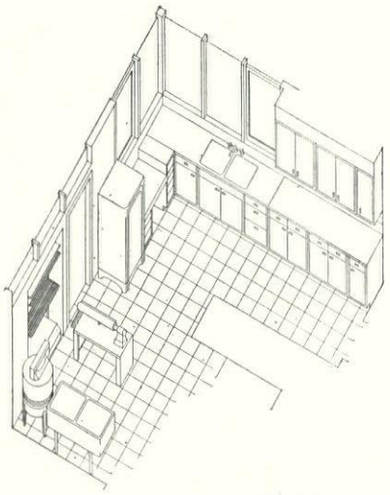
LOS ANGELES, CALIF.

"Designed for an average interior city lot. It was assumed that an alley was at the rear of the property. The garage could be placed at the front of the lot. Placing the kitchen on the north would keep it reasonably cool and also provide easy access to the main entrance. The study has been designed for use as a guest room, den, serving room, or child's room."

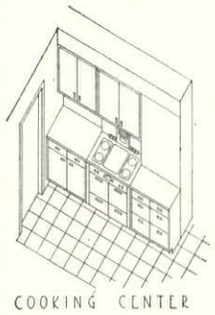
SERVICE EQUIPMENT

RANGE: Mayflower Model 529-38—Estate Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Janitrol Thrift 45 gal.—Surface Combustion Corp.
HEATING UNIT: Forced air Model 135FAU—Payne Furnace & Supply Co.





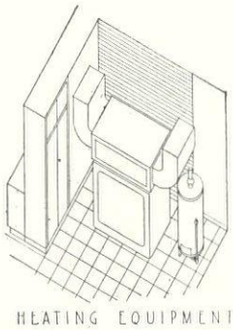
LAUNDRY AND KITCHEN



COOKING CENTER



PLAN



HEATING EQUIPMENT

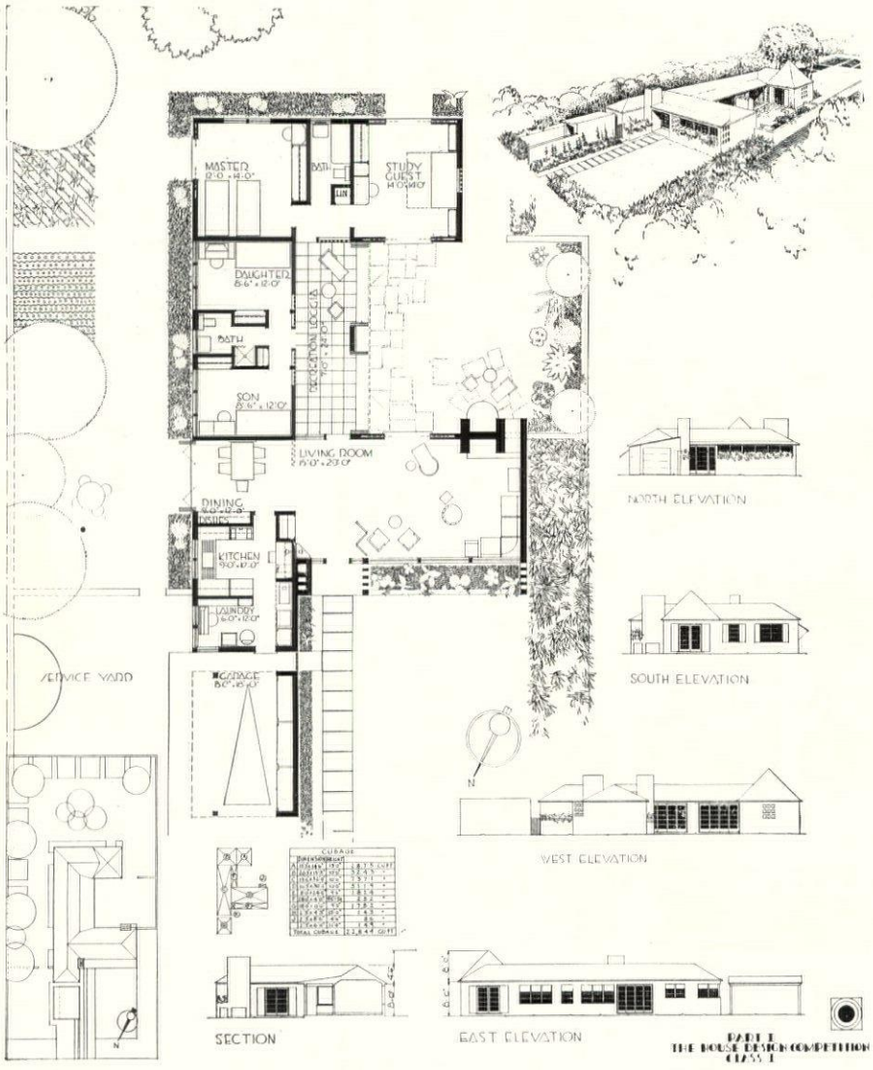
PART I HOUSE DESIGN COMPETITION
CLASS I

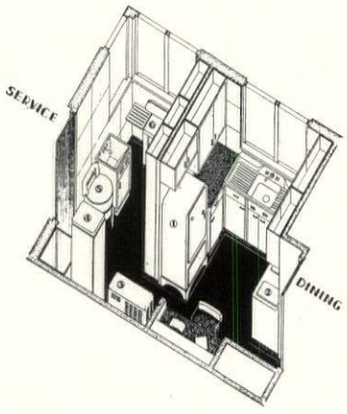
ROBERT C. WILLIAMS
BERKELEY, CALIF.

"The living, sleeping and service portions of the house are all separate, but access to all is convenient from the front entrance. The direct open one-floor plan makes for convenient and easy living. The use of similar materials throughout the house simplifies the construction and unifies the whole."

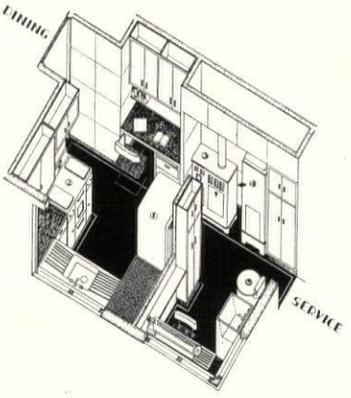
SERVICE EQUIPMENT

RANGE: Magic Chef Model 3914—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Dictator Model 302-C—American Gas Products Corp.
HEATING UNIT: Model 2-Fe-5-100—American Gas Products Corp.









GAS APPLIANCES

1	REFRIG.	2'9" × 2'3"
2	RANGE	3'2" × 2'0"
3	BOILER	3'1" × 1'2"
4	HEATER	2'0" × 2'0"
5	WASHER	2'0" DIA"
6	IRONER	3'6" × 1'4"

PART I
THE HOUSE DESIGN COMPETITION
CLASS I

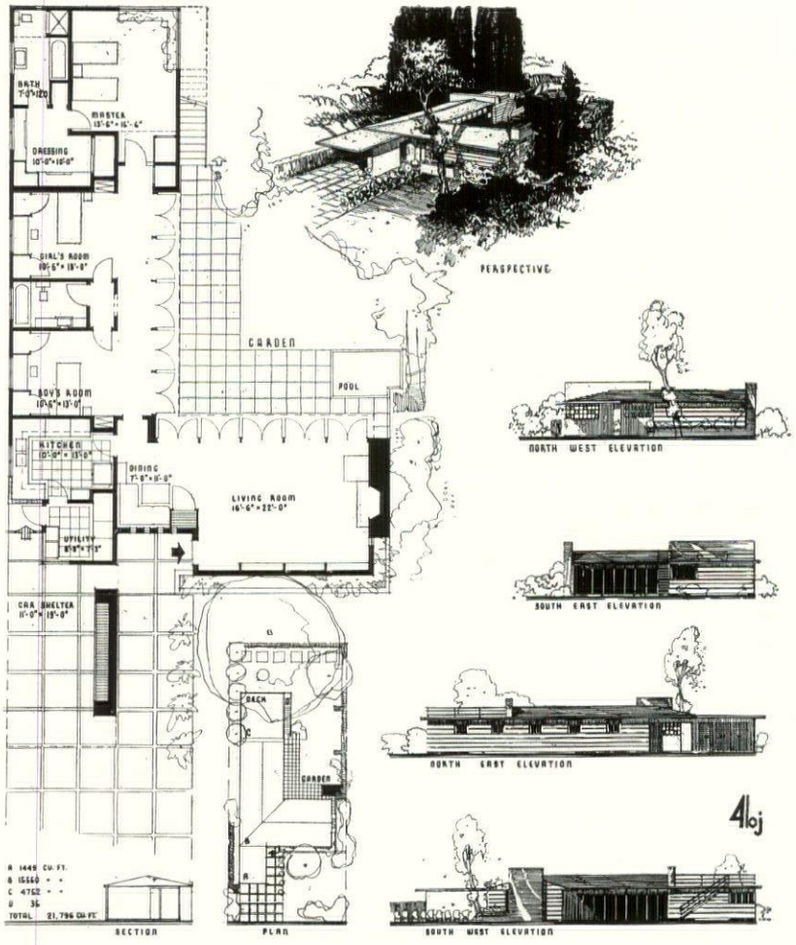
LANDEFELD AND HATCH
OWEN SMITH

NEW YORK, N. Y.

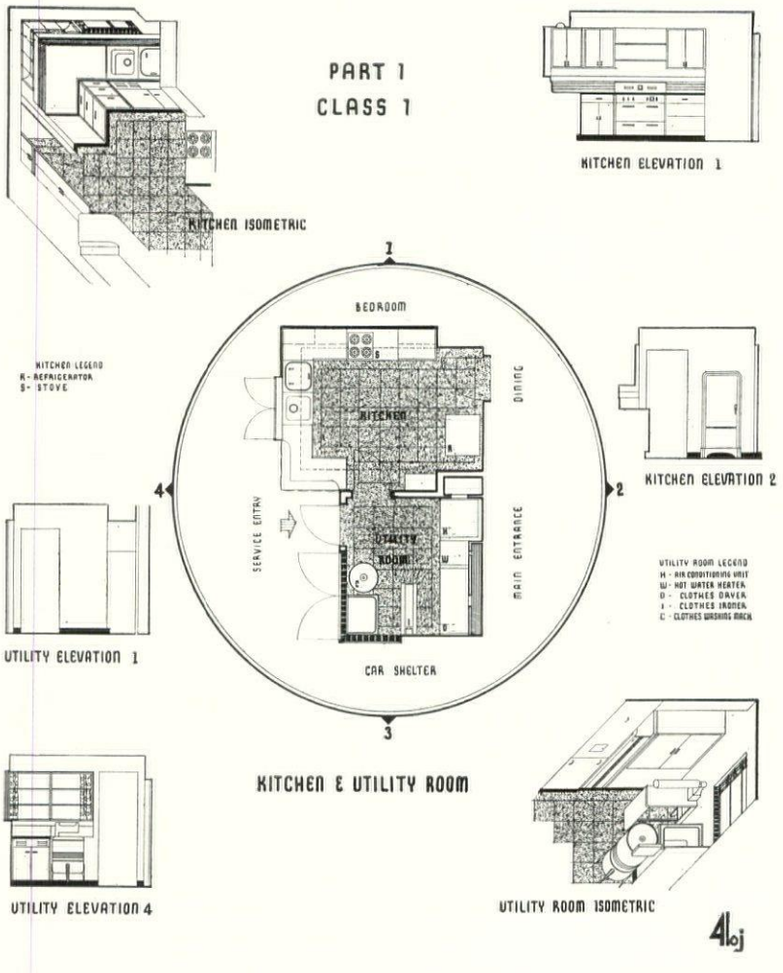
"The house was designed to give the owner the advantages of modern planning with an exterior character which most easily harmonizes with the average community. A safe and simple type of construction. With insulated roofs advantage can be taken of the slope to provide additional height in the main rooms without added cost. A one-story house, properly planned, has a decided advantage when it is to be used as a demonstration or model house as the program indicates."

SERVICE EQUIPMENT

RANGE: Model TK-11—Tappan Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
WATER HEATER: Cabinet Model 35—Crane Co.
HEATING UNIT: Model 25-W-4—Bastian-Morley Co.



DOUGLAS McFARLAND
LOS ANGELES, CALIF.



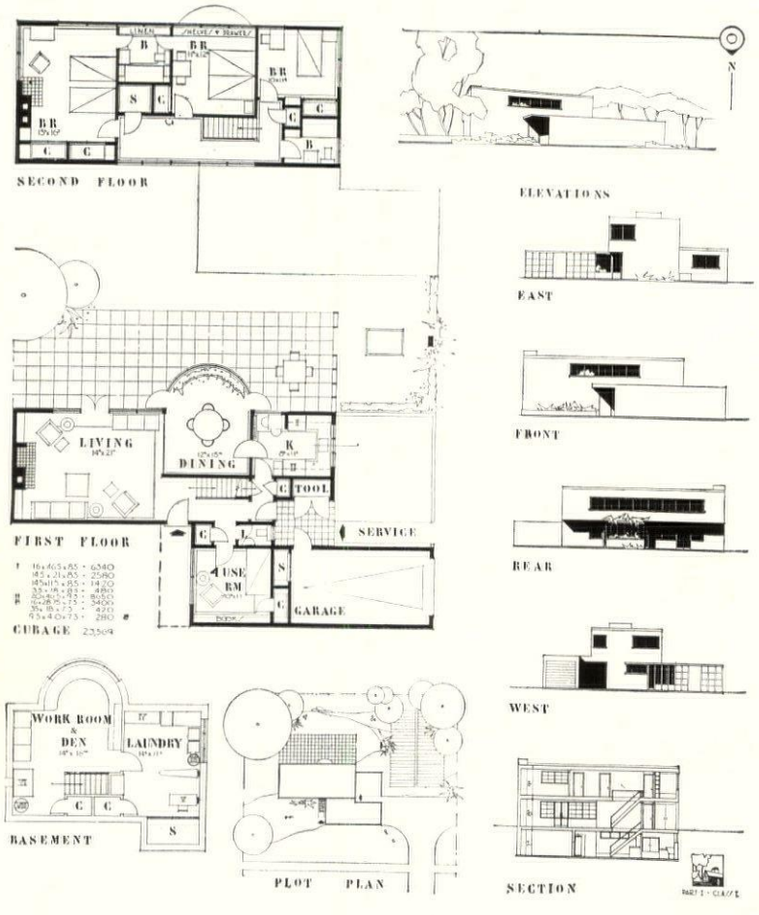
"A one-story design from California with combined flat and pitched roof. A sun deck at the rear approached by an outside stair was considered feasible due to the favorable climate. The children's bedrooms are provided with folding walls so that they may be closed off or opened through to the patio as desired."

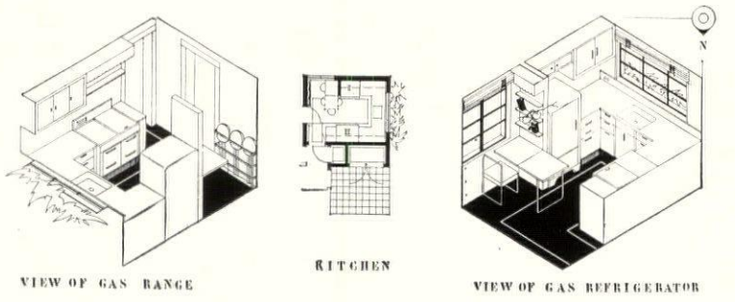
SERVICE EQUIPMENT

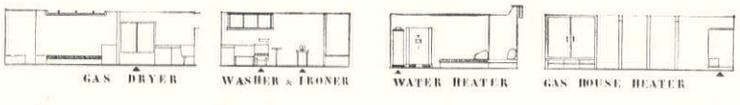
RANGE: Model 1800—George D. Roper Corp.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
DRYER: Thor—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Janitrol—Surface Combustion Corp.
HEATING UNIT: Payne Furnace and Supply Co.

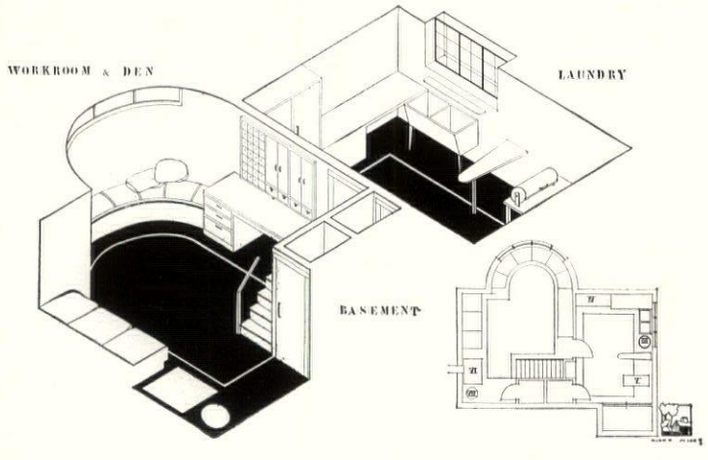
ROYAL BARRY WILLS

BOSTON, MASS.





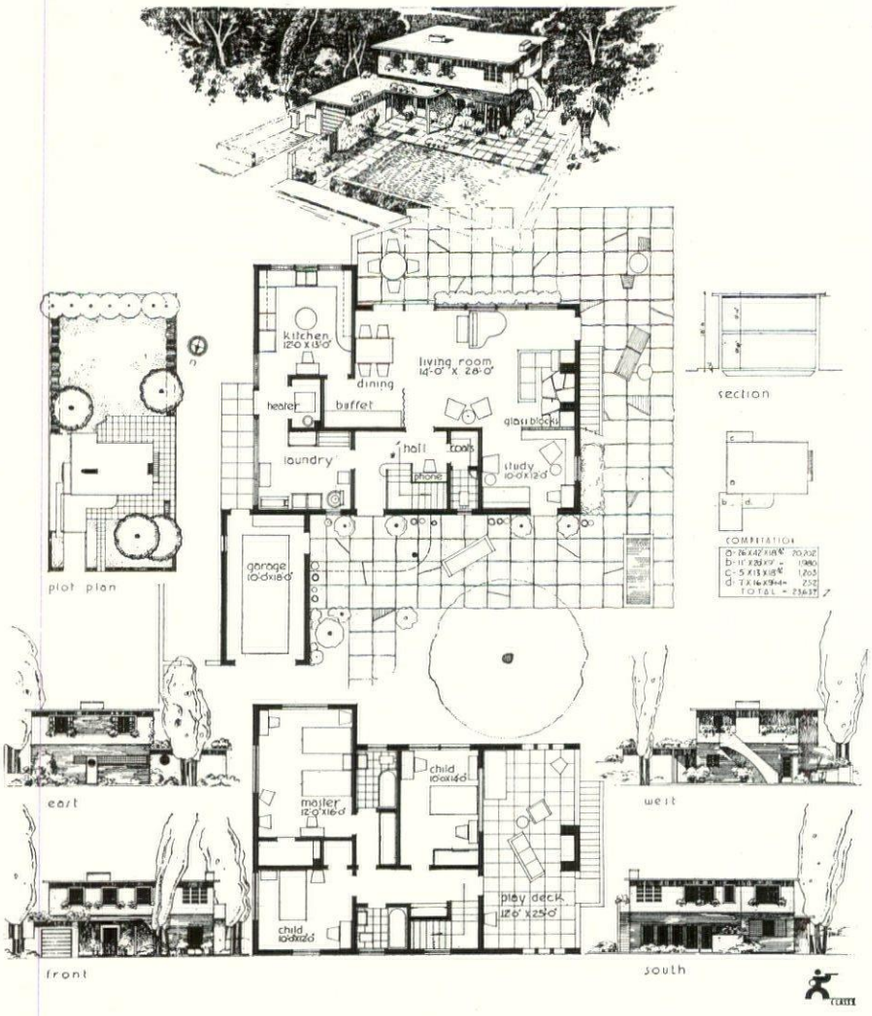


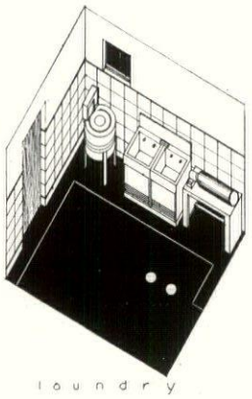


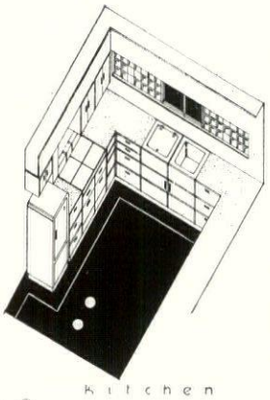
The kitchen, being the center of activity for the housewife, takes its position between the front and service entrances. The four-use room is a self-contained unit, used for play, maid, guest, or study. The terrace running along the entire south side of the house is ideal for dining and recreation. All bedrooms have southern exposure and good ventilation.

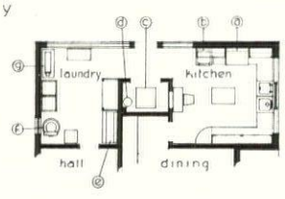
SERVICE EQUIPMENT

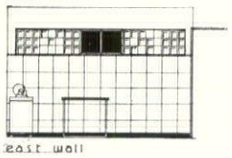
RANGE: Magic Chef Model 4100—American Stove Co.
REFRIGERATOR: Electrolux Model J-600—Servel, Inc.
WASHER: Thor Model 106AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Dictator Model—American Gas Products Corp.
HEATING UNIT: American Gas Products Corp.

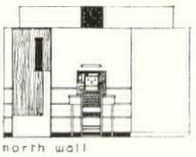


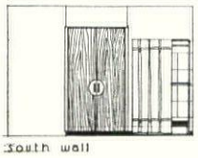


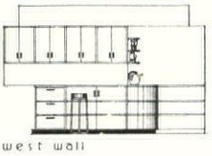












HAROLD J. NICOLAIS
LOS ANGELES, CALIF.

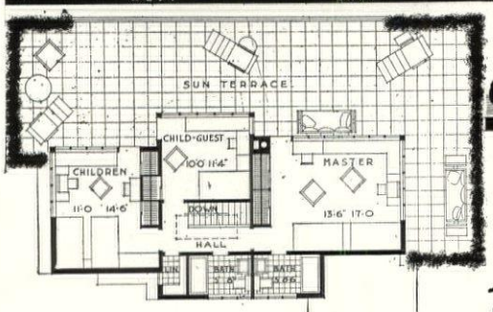
"This home is designed for climatic conditions similar to those of our Southern States and possibly Florida. The plan and elevations are modern in type though not adhering to the iron pipe school of modernism.

"Circulation throughout is definite and convenient. The study may be converted into an emergency guest room. The play area on the second floor is safer for small children."

SERVICE EQUIPMENT

RANGE: Lyndon Model 954—Estate Stove Co.
REFRIGERATOR: Electrolux Peerless Model—Servel, Inc.
WASHER: Thor
DRYER: Thor
IRONER: Thor
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Crane Co.
HEATING UNIT: Forced Air Model—Payne Furnace and Supply Co.



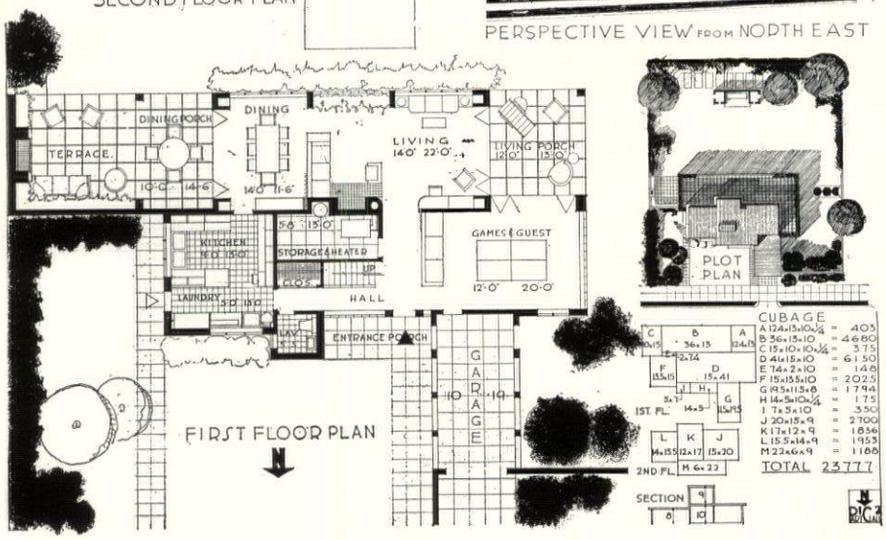


SECOND FLOOR PLAN

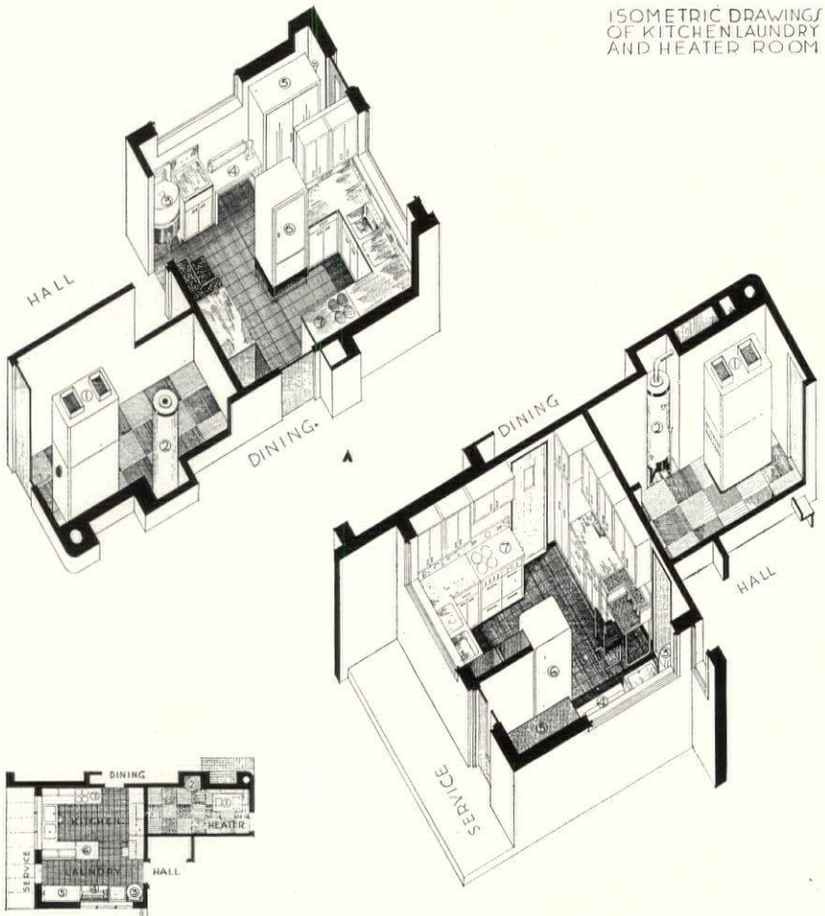




PERSPECTIVE VIEW FROM NORTH EAST



ISOMETRIC DRAWINGS OF KITCHEN LAUNDRY AND HEATER ROOM



PLAN OF KITCHEN LAUNDRY & HEATER ROOM

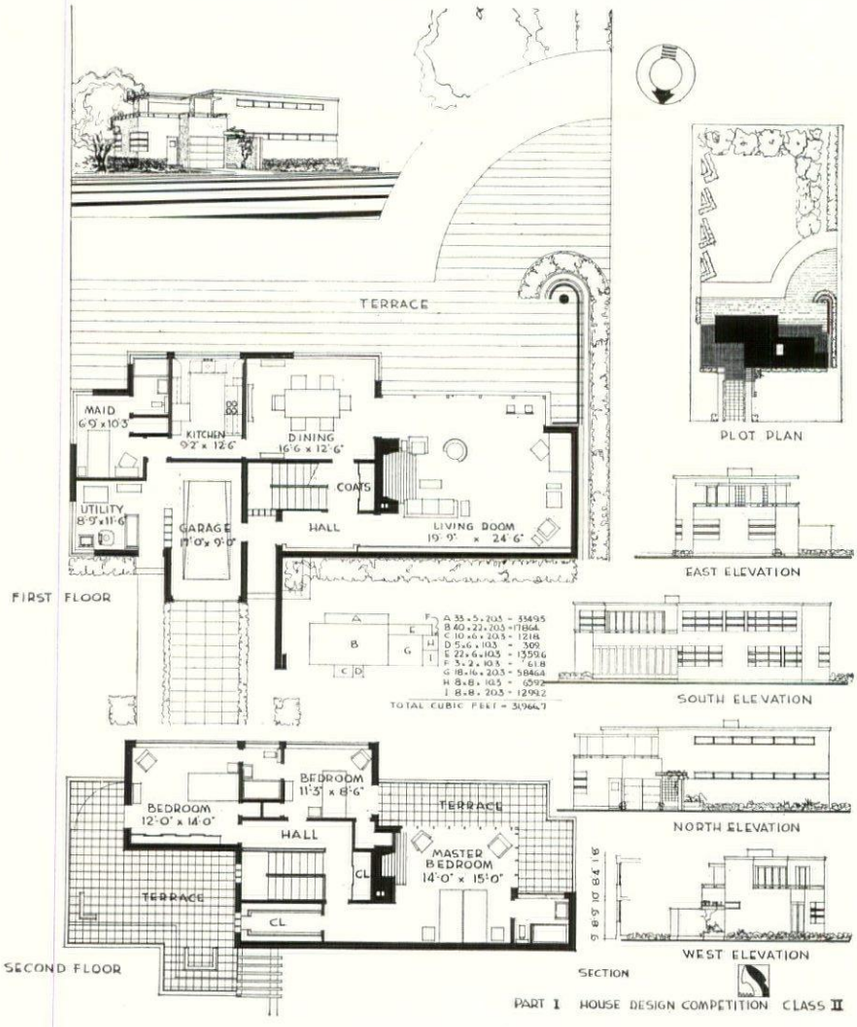
ERNEST AKAM

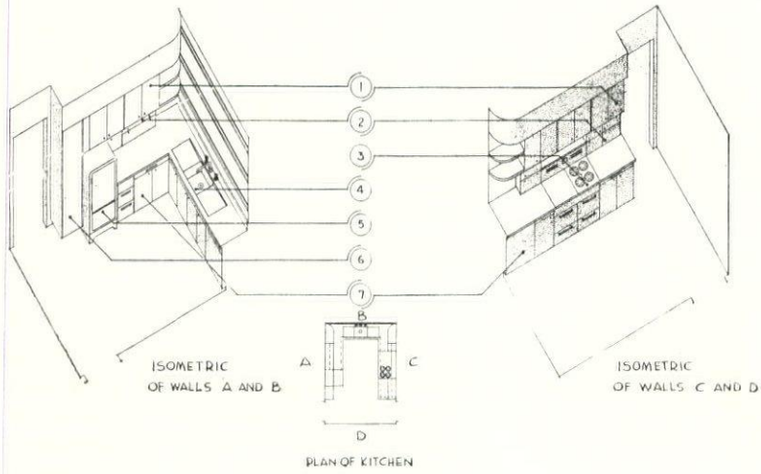
NEW YORK CITY

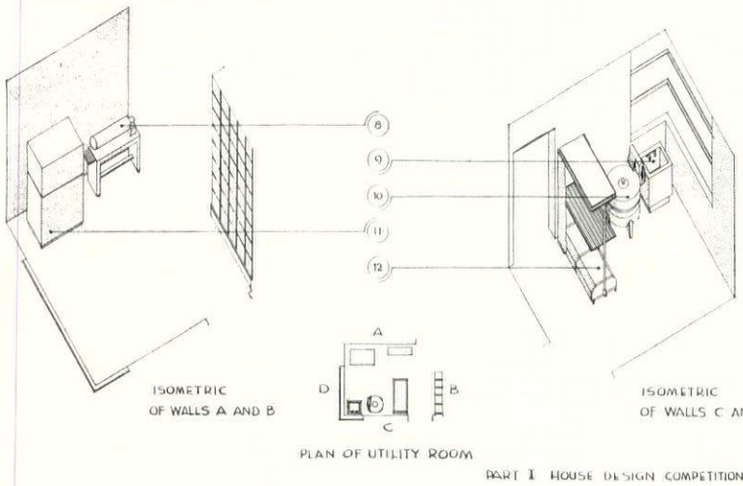
"Living space has south and west exposures, dining has south and east. The kitchen and laundry as planned together save many steps. Cabinets are kept below the ceiling to take advantage of the cross ventilation afforded by the location of the windows. The walls around the plot as shown give privacy to outdoor living."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-0—American Stove Co.
REFRIGERATOR: Electrolux Model J-890—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
DRYER: Judelson—Domestic Dryer Corp.
WATER HEATER: Model 40c—American Gas Products Corp.
HEATING UNIT: Model 59F2—Carrier Corp.





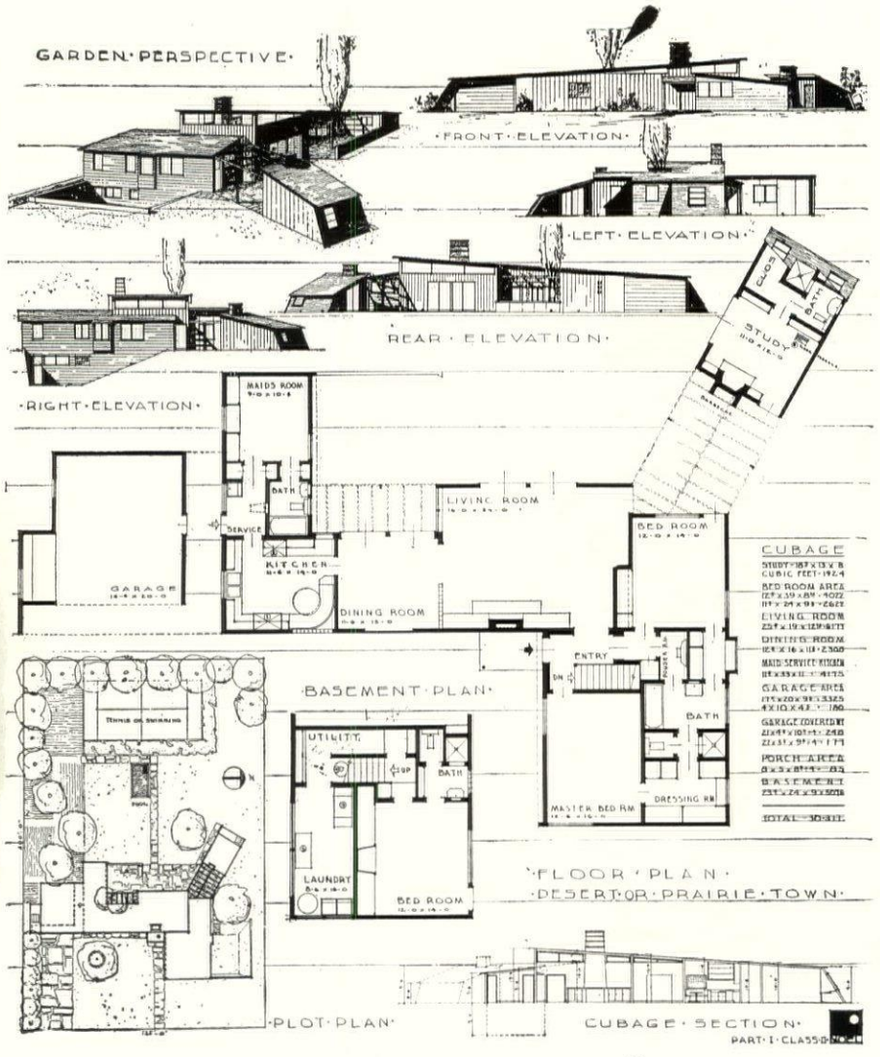


CHRISTOPHER J. CHAMALES
CHICAGO, ILL.

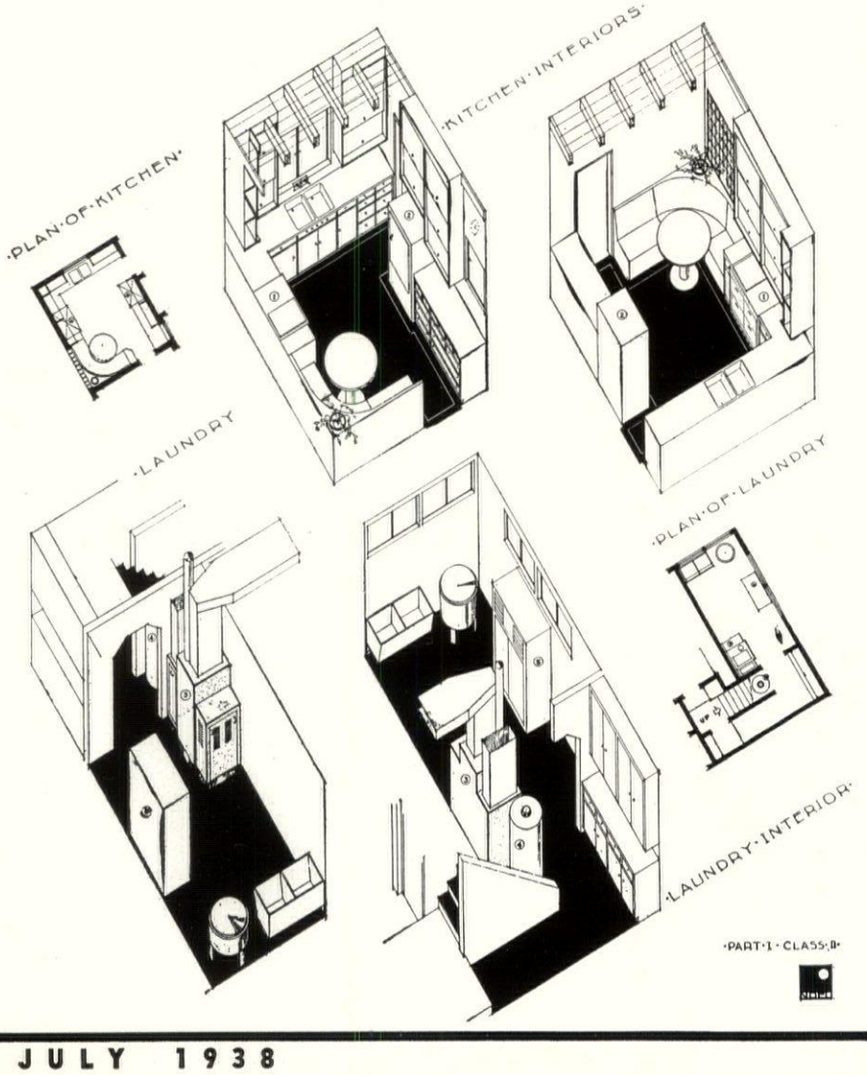
"The most conspicuous element of this design is its emphasis upon utilitarian advantages, for the American home has always typified the union of comfort and the esthetic. The facilities are arranged to minimize the number of steps essential to the usual operations. The design of the utility room and the arrangement of its services are also inspired by the same purpose, to transform the duties of the household into a source of pleasure."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-410—Servel, Inc.
WASHER: Thor
DRYER: Thor
IRONER: Thor
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Carrier Corp.
HEATING UNIT: Carrier Corp.



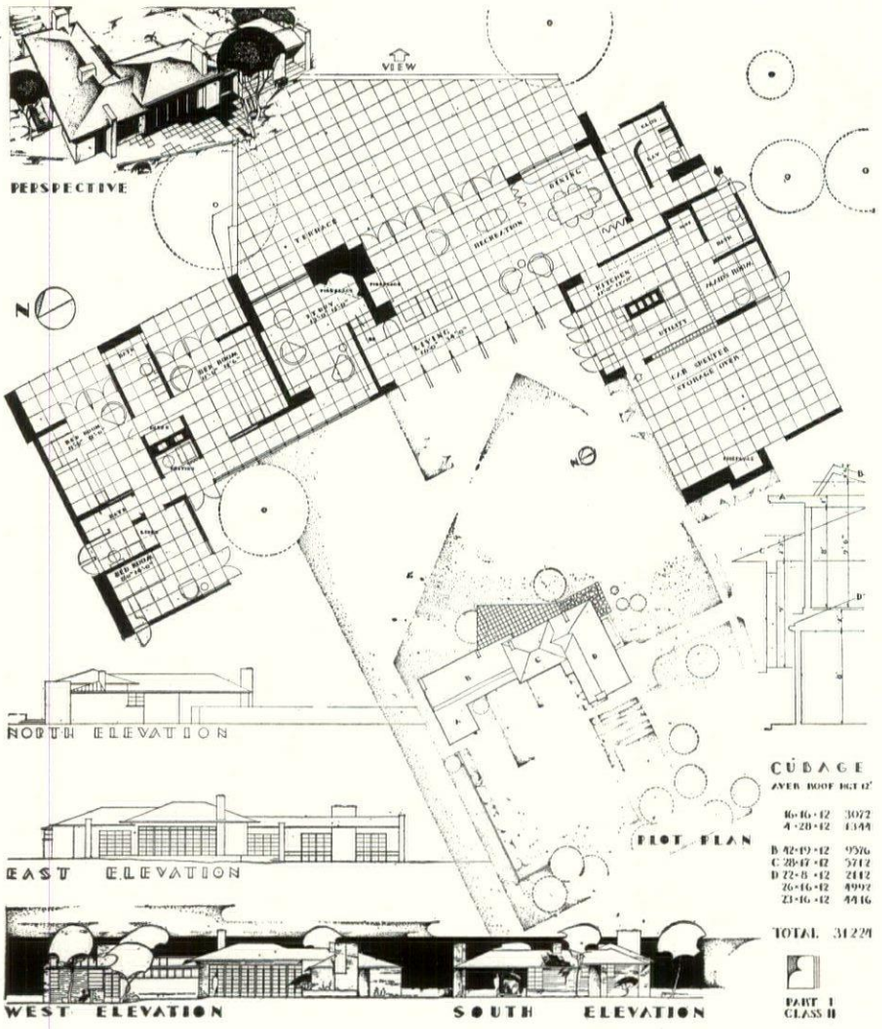
PRESTON AMES
BILL ATKINSON
LOS ANGELES, CALIF.

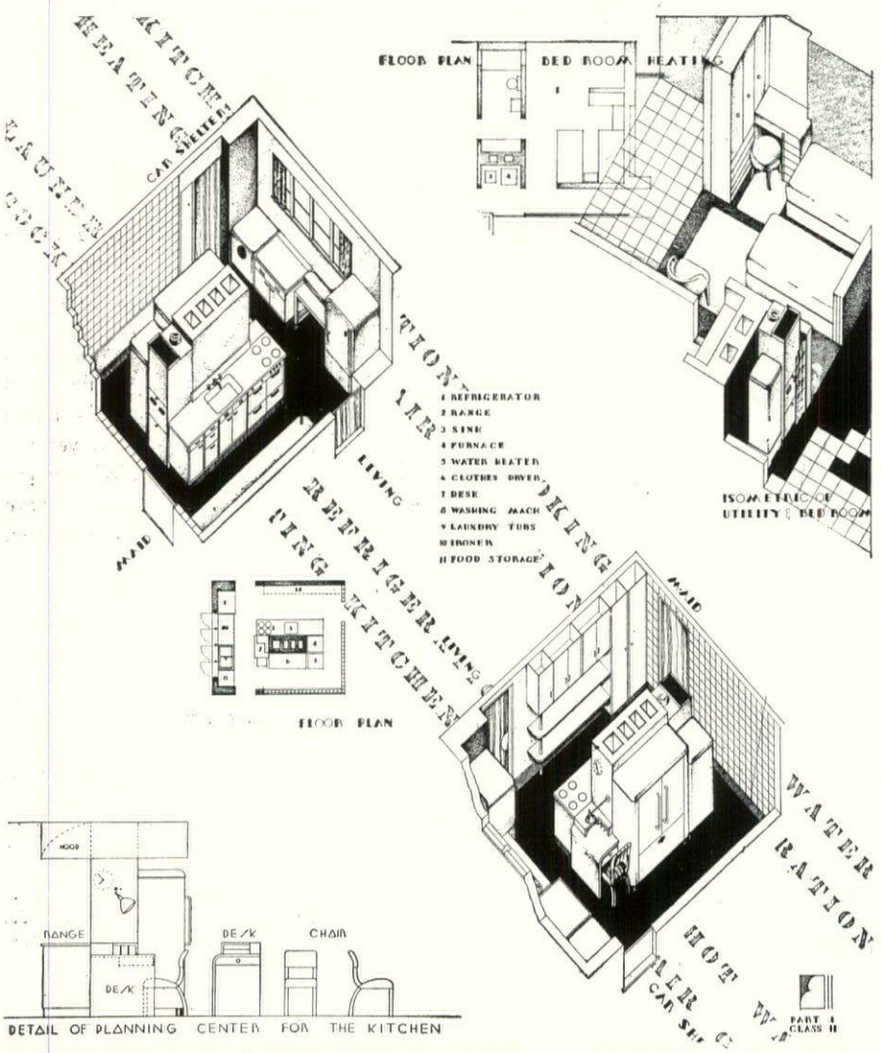


"The desert towns in southern California or the prairie towns in Kansas would do as a setting for this house. Keeping in mind the fact that an abundance of air would be a good thing, the living portions of the house are given high ceilings, with top windows that may be opened during the warm seasons. The floor layout is one giving the maximum amount of privacy to the family, yet not shutting the passerby completely out. What might have been the second story living quarters have been placed below ground with a private sunken garden to the side."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
WASHER: Thor Model 106AYX } Hurley Machine Co. Div., Electric Household Utilities Corp.
IRONER: Thor Model 99 }
DRYER: Chicago-Francis Model G2060—Chicago Dryer Co.
WATER HEATER: Cabinet Model 18-30-C—Ruud Mfg. Co.
HEATING UNIT: Forced air Model FAU135—Payne Furnace & Supply Co.





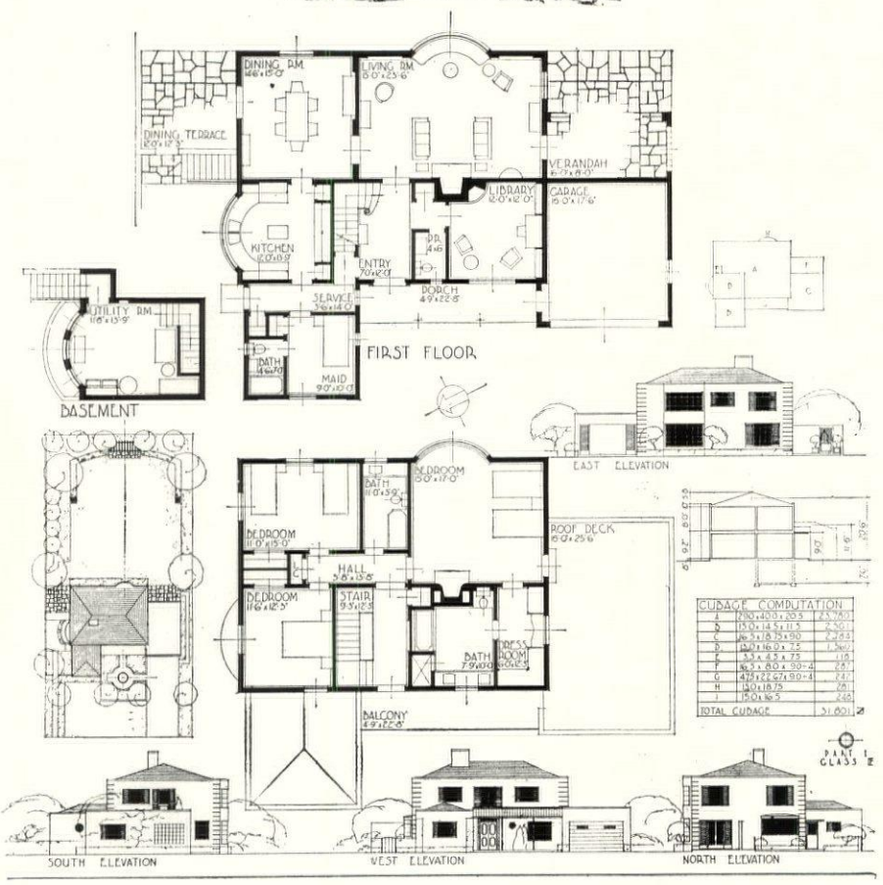
T. MARSHALL RAINEY
CINCINNATI, OHIO

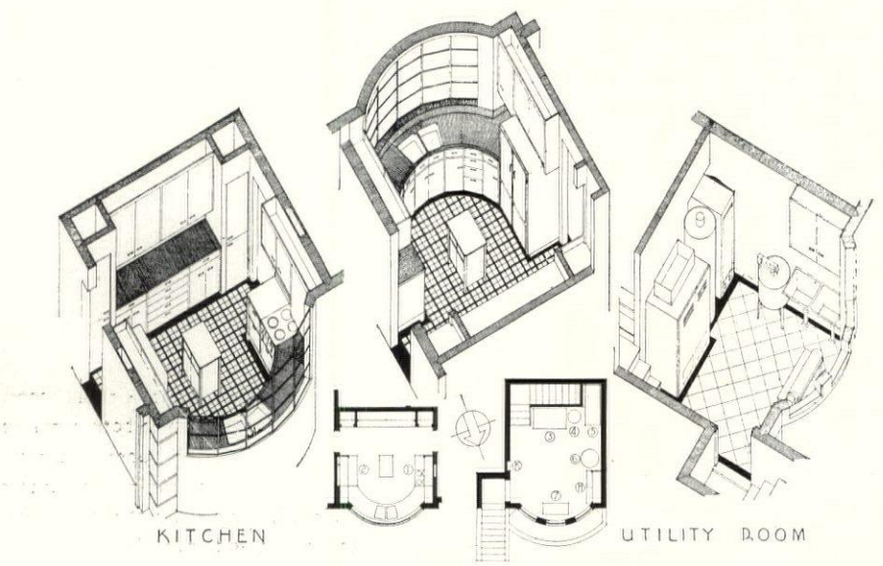
"The use of gas for heating, cooking, refrigeration and hot water is largely responsible for the resulting design. Gas heating requires no space for fuel storage and eliminates the need for a basement. By keeping work space and sleeping quarters at a minimum, it was possible to increase the size of those portions of the house which are in constant use."

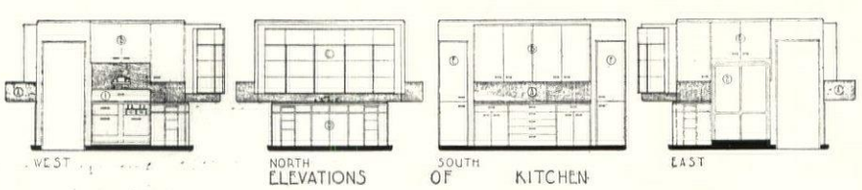
SERVICE EQUIPMENT

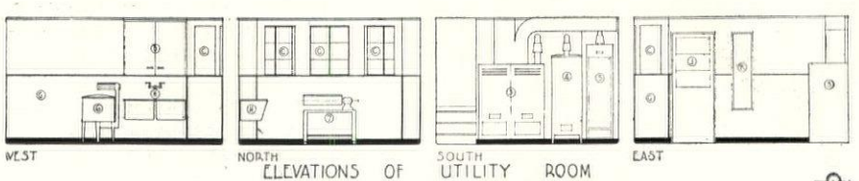
RANGE: Magic Chef Model 39—American Stove Co.
REFRIGERATOR: Electrolux Model J-800—Servel, Inc.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
DRYER: "Snow-White" Model—Williamson Heater Co.
WATER HEATER: Premier Model—Crane Co.
HEATING UNIT: Forced air Model VB-8—Bryant Heater Co.











ARTHUR R. HUTCHASON

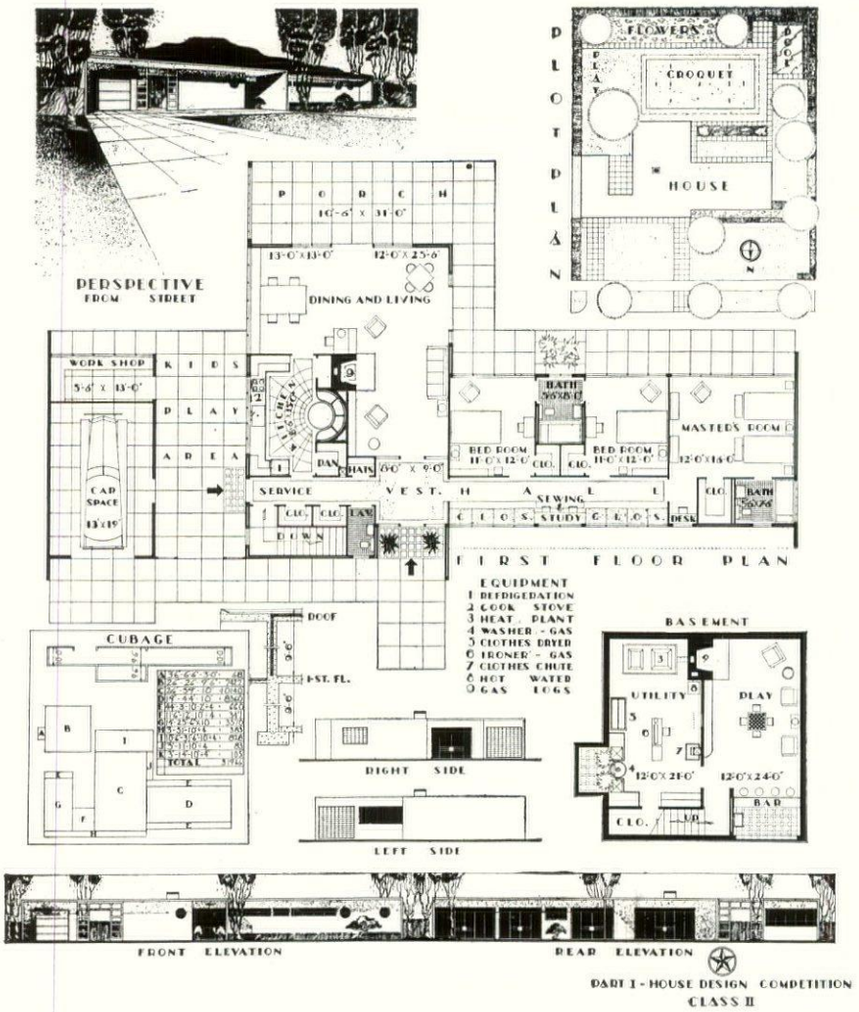
LOS ANGELES, CALIF.

"The house, gardens and furnishings have been considered as a unit to provide for genial hospitality. In plan the area permits full use of the property for privacy, gardens and the necessary service facilities. The kitchen and laundry have been designed for maximum efficiency. The kitchen is U-shaped in plan, the working area surrounded with windows and flanked on each side with the gas refrigerator and range."

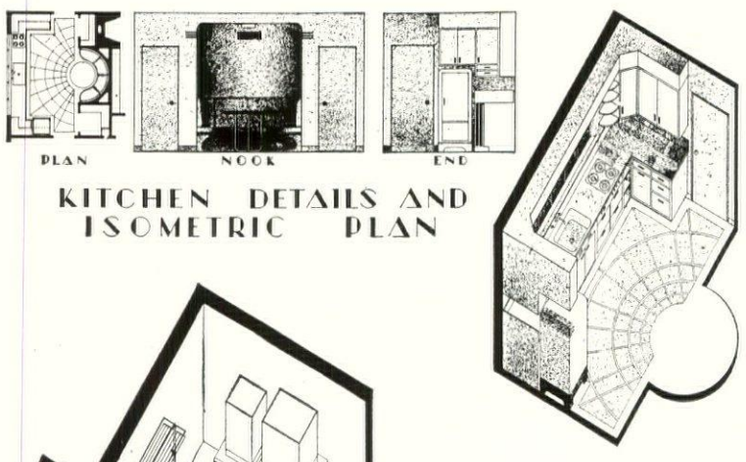
SERVICE EQUIPMENT

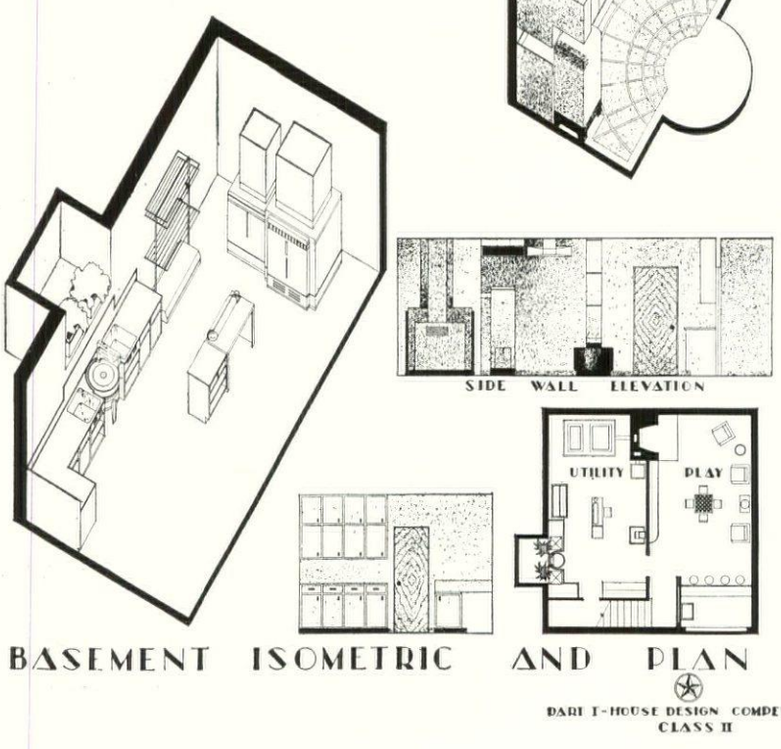
RANGE: Model 265—Estate Stove Co
REFRIGERATOR: Electrolux Model J-1100—Servel, Inc.
WASHER: Kenmore
DRYER: Model G-2060—Chicago Dryer Co.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Model 40—General Water Heater Corp.
HEATING UNIT: Model 5-38-C—Marvelaire Corp.

THOMAS FRANKLIN HOLIFIELD
BIG SPRING, TEXAS



PART I - HOUSE DESIGN COMPETITION
CLASS II



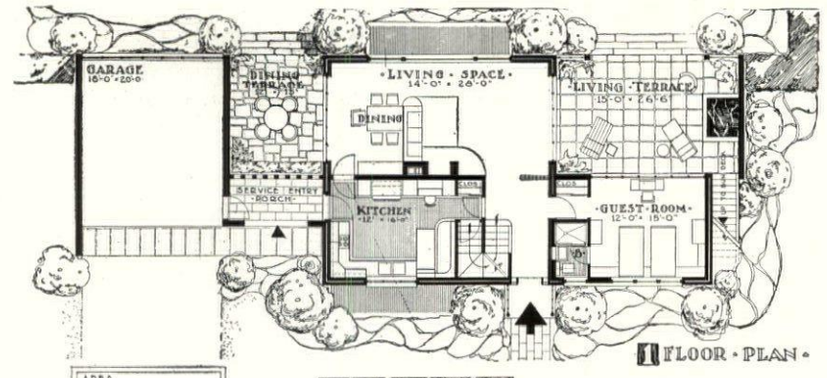


PART I - HOUSE DESIGN COMPETITION
CLASS II

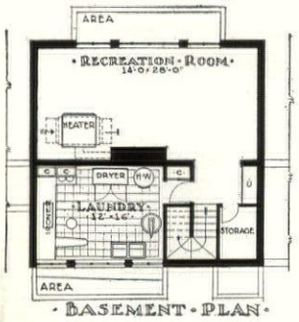
"The plan affords plenty of sunlight, with all rooms on the south side. Kitchen is close to both entrance doors and the children may be supervised from this room. There is ample opportunity for outdoor living. One useful feature is the use of the bedroom halls for storage, sewing and study."

SERVICE EQUIPMENT

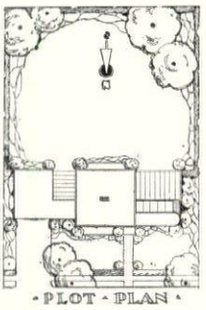
RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-500—Servel, Inc.
WASHER: Thor Model 106AYX
DRYER: Thor Model 110-CL
IRONER: Thor Model 99
} Hurley Machine Co. Div., Electric Household Utilities Corp.
WATER HEATER: Premier—Crane Co.
HEATING UNIT: Sun Beam Model D-3—The Fox Furnace Co.
GAS LOGS: Armstrong Products Corp.



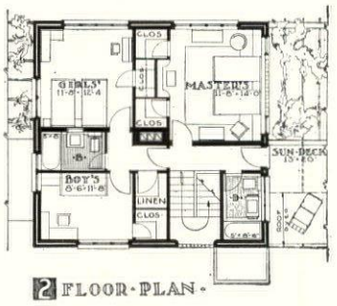
1 FLOOR PLAN



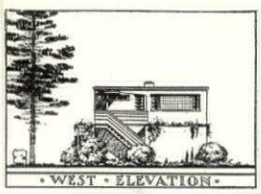
BASEMENT PLAN



PLOT PLAN



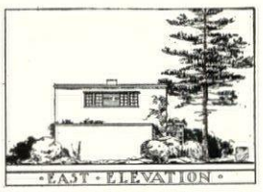
2 FLOOR PLAN



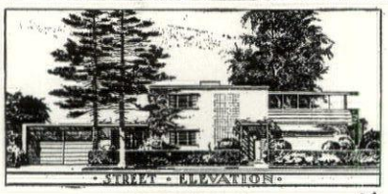
WEST ELEVATION



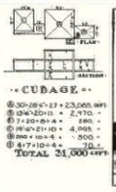
PERSPECTIVE FROM GARDEN



EAST ELEVATION

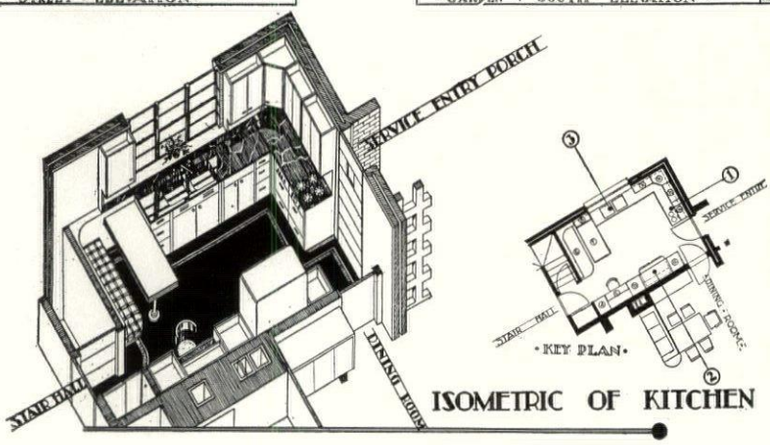


STREET ELEVATION

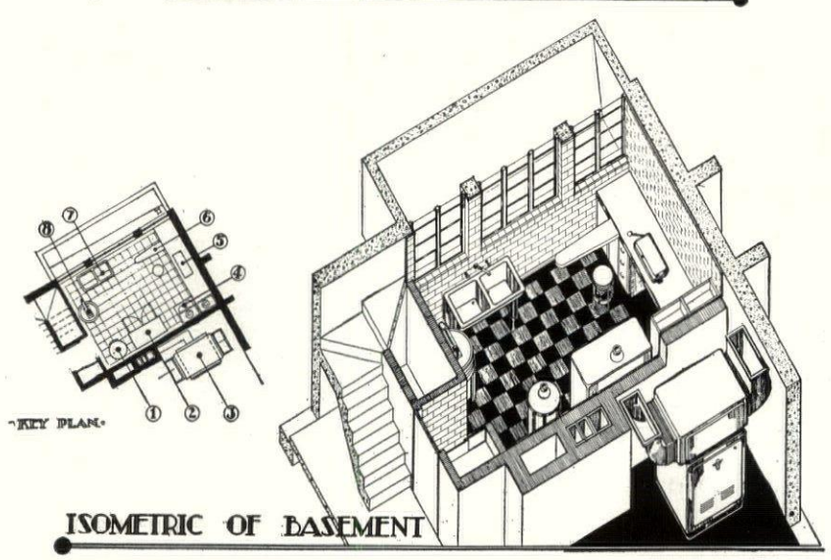




GARDEN OR SOUTH ELEVATION



ISOMETRIC OF KITCHEN



ISOMETRIC OF BASEMENT

GEORGE D. CONNOR
WASHINGTON, D. C.

"In analyzing the needs of this house I divided it into separate units, each isolated but in logical sequence. The living portion is on the south, whereas the service faces the north. Provision for outdoor living has been made. The kitchen is unusually large and it contains a practical breakfast nook, a planning desk and large food storage space next to the refrigerator."

SERVICE EQUIPMENT

RANGE: Magic Chef Model 1301-O—American Stove Co.
REFRIGERATOR: Electrolux Model J-1100—Servel, Inc.
IRONER: Thor Model 99—Hurley Machine Co. Div., Electric Household Utilities Corp.
DRYER: Chicago Dryer Co.
WATER HEATER: Model 402-C—American Gas Products Corp.
HEATING UNIT: Model 2-FE-8-100—American Gas Products Corp.

JURY REPORT ON NEIGHBORHOOD PLANNING COMPETITION

The planning of a neighborhood for those of limited incomes is governed by three essential factors. There is first, the requirement of good, convenient, and spacious living. There is next, the need of keeping costs within the spending power of those who are to be housed. Finally, as a means to producing good environment, economically, the conservation of the site is of dominant importance.

The program called for the development of approximately 35 acres for a diverse group of families with incomes ranging from $2,000 to $7,000. The incomes are important. A family with only $2,000 a year not only cannot buy much in the way of a new house, but is quite as limited in the amount of land and land improvements it can afford.

ECONOMICAL LAND PLANNING

Compact, economical site, road, and utilities planning are essential for those in the lower income brackets. Few of the competitors gave proper consideration to this requirement of the program. Even the families of the wealthier groups—those of $7,000 annual income, require economical land planning. They should not pay over one-fifth of their annual income, or $1,400 for shelter exclusive of heat. It is generally estimated that rent should equal about one-tenth of cost. In other words, the most expensive houses, including land and land improvement, should not cost more than $14,000, and the cheaper house, for those of $2,000 incomes, should not cost more than $4,000.

There are two ways to secure an adequate return from the economical use of land. The first is to house more families on it. The program does not limit the number of families excepting that it states that there shall not be less than 85. The Jury has considered that the competitors who provided homes for a greater number without loss of living advantages showed common sense. The second method of economical use of land, however, is more important: that is to say, its economical development. Raw land can be purchased at a very low cost. The actual cost of the use of land comes from its development and operation for living. Therefore, the Jury has given particular attention to the relation between the number of dwellings and the length of roads, paths, sewers, water, and other utilities, and their arrangement as facilitating ease and economy of operation and maintenance. This applies equally to the matter of parks and recreational facilities. Large open spaces can be maintained at a low cost if they are left more or less in their natural conditions. On the other hand, parks with innumerable paths, broken up lawns and many structures would be beyond the means of the community considered.

COMMUNITY HOUSE

The size and income of the community will affect its ability to support a community (or club) house or stores. Most of the competitors who used the hypothetical site have conserved the existing manor house and converted it into a community house. Some few of the competitors have called attention in their memoranda to the fact that a small community of limited means could not support a community club house. This would depend on the economical management and the amount of volunteer personnel service given by the members of the community. The Jury has left it to the competitors to decide whether or not they would suggest a community house. It has judged their presentation on the basis of the treatment of the surroundings of the community house and more particularly on the facility with which the members of the community might reach it safely and easily.

NEIGHBORHOOD STORES

The spending power of a community is the determining factor in deciding whether it can support stores and, if so, how many. A community of 85 families of average incomes of about $5,000 could not support a group of stores. Where the site is developed for a larger number of families, stores naturally would have a better chance of success.

DETERMINING FACTORS

The Jury in its judgment has given particular consideration to the following:

A. Conservation and use of the advantages of site. This applies particularly to the competitors who utilized the hypothetical site (most of the competitors did). The plan of this indicated—
   1. A stream with surrounding wooded land. Because of its location on the lowest portion of the land, this would probably be least desirable for housing. It would make a most attractive place for a park.
   2. Large groups of trees. These present possibilities of conservation for community use as parks in the center of blocks or as a protective green belt on part of the western and southern borders of the property. If judiciously handled, they might be used in part to increase the value of certain of the lots.
   3. The view, direction of which was marked on the site plan. This should be kept open for as large a portion of the community as possible.
   4. The manor house is well located for use as a club or community house. It is in the approximate center of the property on a high point with an excellent view.

B. Safety of pedestrian.

   The principle developed at Radburn of complete separation of pedestrian and vehicular traffic, is now generally accepted as a primary requirement of modern American residential street planning.

C. Convenience and safety of vehicular traffic.

   This requires different treatment of streets for local service and those serving as connection with the outside world.

   The use of cul-de-sacs or dead-end lanes, is one means of preventing a residential street from becoming a thoroughfare. Other types of street layout in which the local street offers no short cut to other parts of the neighborhood may serve the same purpose, but without equal safety. On the other hand, a cul-de-sac can become a nuisance and a questionable fire hazard if it is too deep or if there is insufficient space for turning an auto at convenient locations.

   The vehicular accesses from local service roads should be easy and convenient. There should be little or no entrance to private properties or garages from main thoroughfare. It goes without saying that it is undesirable to cut through a neighborhood with a road connecting two outside points. The houses, as far as possible, should be isolated from the dangers, noises, and other nuisances of a main highway by trees or other means.

D. Highway economy.

   There should be no more road than is needed for the convenience of the community. Waste in length of roads means not only unnecessary original cost, but increased maintenance expense. It also means unnecessary use of space that might otherwise be conserved for parks or gardens.

E. Differentiation in treatment of houses to care for the varied income groups. Families having only $2,000 to $4,000 can probably be taken care of most economically in row or attached houses.

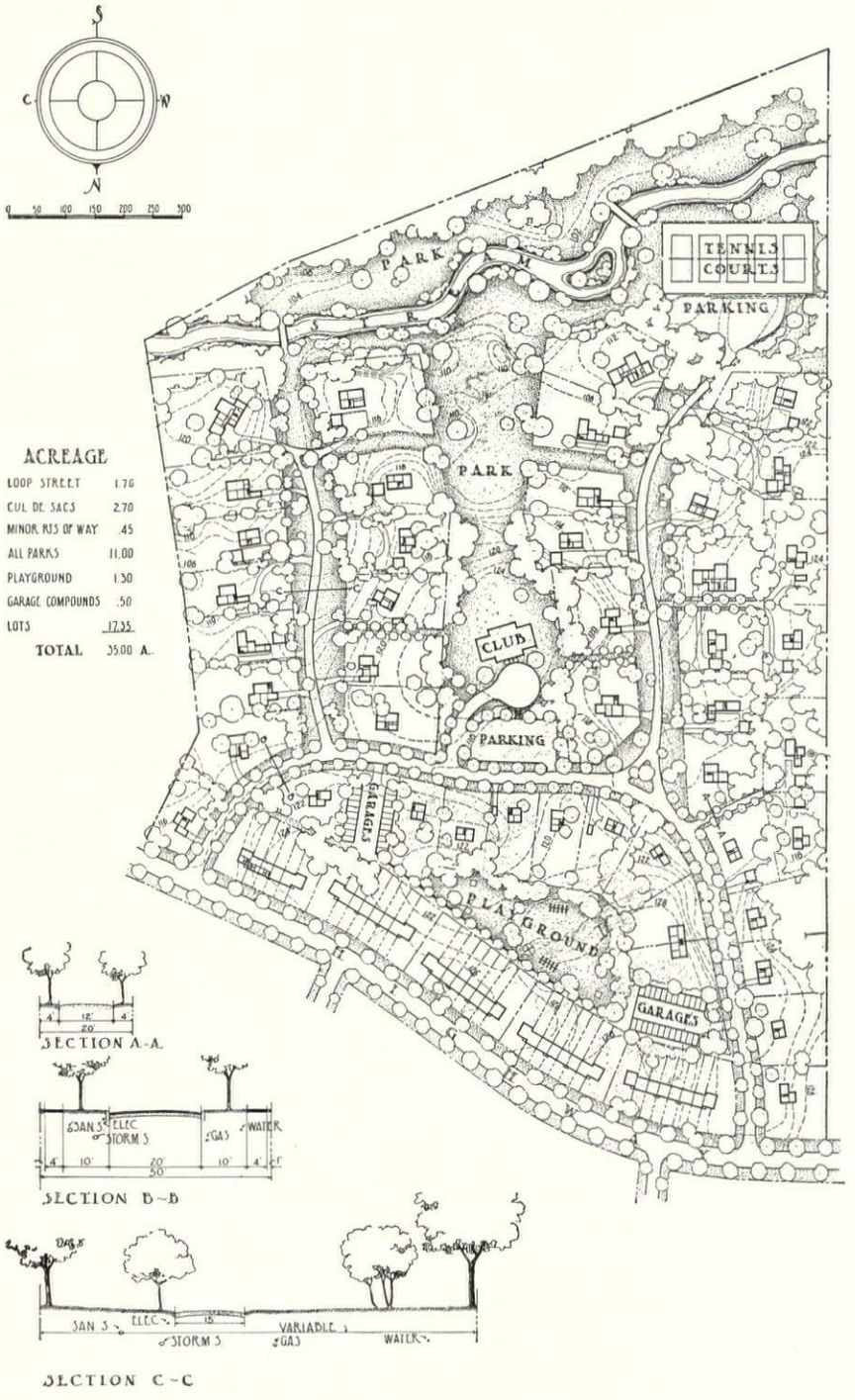
F. Orientation.

The Jury's judgment has been affected by all these. But it has been guided above all, by the extent to which these and the architects' sense of beauty has been used to develop from the land a place for good and gracious living.

For the Jury by Clarence S. Stein

W. STUART THOMPSON
DONAL McLAUGHLIN
JOSEPH WHITNEY
NEW YORK, N. Y.

$1,000 PRIZE
AGA COMPETITION



This is a spacious, open plan. The skeleton road system is simple, straightforward and economical. The parks are well located and organized so that a great part of the houses, as well as the club, have broad vistas across them.

The advantages of the site are to a large extent conserved. The banks of the stream are connected to the hillside on which the club (formerly the manor house) is located, to form the main central park. Streets and houses have been placed so as to preserve a large part of the tree groups. Although full advantage has not been taken of the view indicated on the site plan, a great part of the houses and the club would have extensive outlooks.

Complete separation of pedestrian and vehicular traffic is not possible in this plan. Access to the main park is direct from many of the houses and from the other only one street need be crossed. It would be a simple matter to connect most of the properties with a safe public path along the east and west borders of the property as was done by the Second Prize winner.

Although the length of the main public roads has been minimized, the length of many of the private roads seems excessive.

The skeleton system of roads is the simplest possible: a short road with access at both ends from the main highway and two main cul-de-sacs. The one of these is excessively long, but there is apparently plenty of space for turning in the parking area near the tennis courts. There is no vehicular entrance to houses from the main highway. The autos of the cheaper units are cared for in group garages from which pedestrians' access to the houses is a simple, straightforward matter. There is no indication of parking space for visitors' cars.

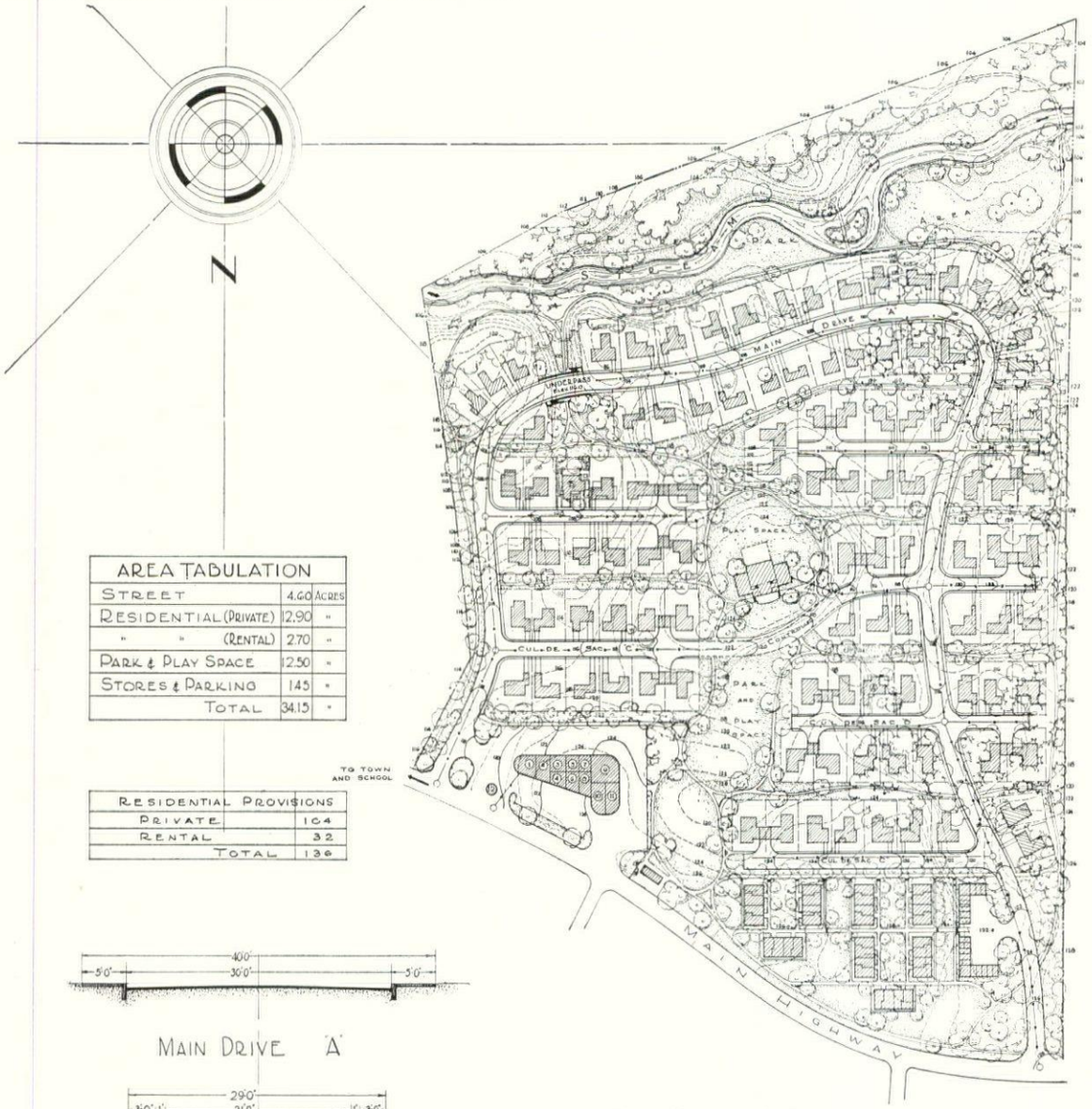
The varied income groups are taken care of by a gradation from the economical group houses near the main road, through the small freestanding houses, and on to the large villas at the south overlooking the park and the main view.

Parks form the backbone of this plan. Even the main cul-de-sacs are treated as parkways with a broad belt of public planted area. If the upkeep of this is not too great an expense for the community, this should add to the attraction of the development. The spacious character has been enhanced by the studied care with which the house has been placed in relation to its neighbors, as well as the public open spaces.

The authors of this plan wisely decided that the community was too small to warrant the erection of a shopping center.

GEORGE W. WICKSTEAD and S. DALE KAUFMAN, PHILADELPHIA, PA.
R. ANDREW BUSTARD, COLLINGDALE, PA.

$300 PRIZE
AGA COMPETITION



AREA TABULATION		
STREET	4.60	ACRES
RESIDENTIAL (PRIVATE)	12.90	"
" " (RENTAL)	2.70	"
PARK & PLAY SPACE	12.50	"
STORES & PARKING	1.45	"
TOTAL	34.15	"

RESIDENTIAL PROVISIONS	
PRIVATE	104
RENTAL	32
TOTAL	136

TYPICAL STREET SECTIONS –

NOTES–
ALL UTILITIES FOLLOW PATTERN INDICATED THUS —•—•—. GAS, WATER, TELEPHONE, AND SEWAGE PROVIDED, ALL UNDERGROUND.
'HOUSE A' IS 'CLASS I HOUSE' SUBMITTED WITH THIS PLAN.
HOUSE 'B' IS 'CLASS II' HOUSE SUBMITTED WITH THIS PLAN.

PART II.
NEIGHBORHOOD PLAN COMPETITION

Complete separation of vehicular and pedestrian traffic is secured by use of cul-de-sacs and a single overpass. The two cul-de-sacs leading to the community house may be joined in case of emergencies such as fires. Paths leading from all lots by public parkways make a complete circuit of the parks without passing through private property or crossing any auto road. The parks are well distributed using the two sides of the stream and the hillside behind the community house. Site conditions are used or conserved in— 1. The location of roads. 2. The preservation of the surroundings of the stream as a natural park. 3. The use of the manor house.

Possible advantages have been sacrificed in— 1. Not keeping open the view either from the community building or enough of the houses. 2. Not preserving the larger groups of trees.

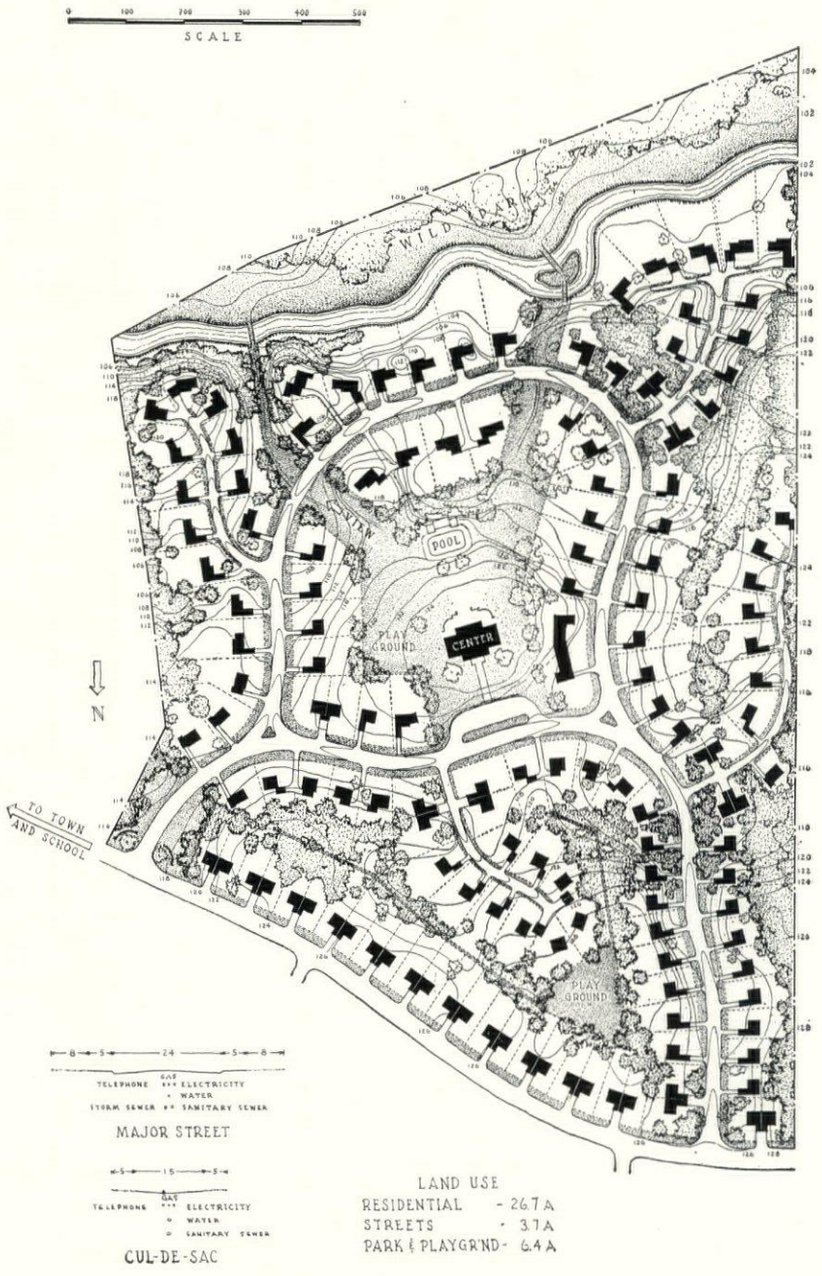
The road plan is economical. Both frontages are very fully used, 136 residences are provided instead of the 85 minimum required. This is only four to the acre or about three and one-half for the free-standing or attached houses. It should not be crowded. (Radburn is seven to the gross acre). However, the houses fit tightly to the lots. The row houses are particularly cramped. In spite of the good distribution of parks, views from most of the houses do not seem spacious. Vehicular access to houses is convenient. The cul-de-sacs are short. Although the row houses are served economically by a group garage compound, auto roads are convenient to these houses. There is no access to private houses from the main highway.

Because of the increased number of houses, there is more reason for a store group in this plan. However, the number of stores seems excessive.

The location of the stores is excellent. It is next to the main entrance, but isolated from the main highway by an island and parking area. Parking is adequate. However, stores are on an island completely surrounded by roads. It is regrettable that the opportunity of connecting the store group with the park was not taken advantage of so that members of the community might shop with the same safety that they would be able to visit any of their neighbors, go to the community house, all the parks, and the bus station.

JAMES M. BERKEY
SPOKANE, WASH.

$200 PRIZE
AGA COMPETITION



The plan is beautifully molded to the natural conditions. The large masses of trees are preserved almost in their entirety. They are used as block centers or as protection against the neighboring properties. Those at the further side of the stream are to be made into a Wild Park. The view is opened to the club and the high ground behind it, as well as to a large number of houses.

There is no complete connection of parkways by paths insulated from auto danger, but there are underpasses between the parks surrounding the community house and the bridges across the stream.

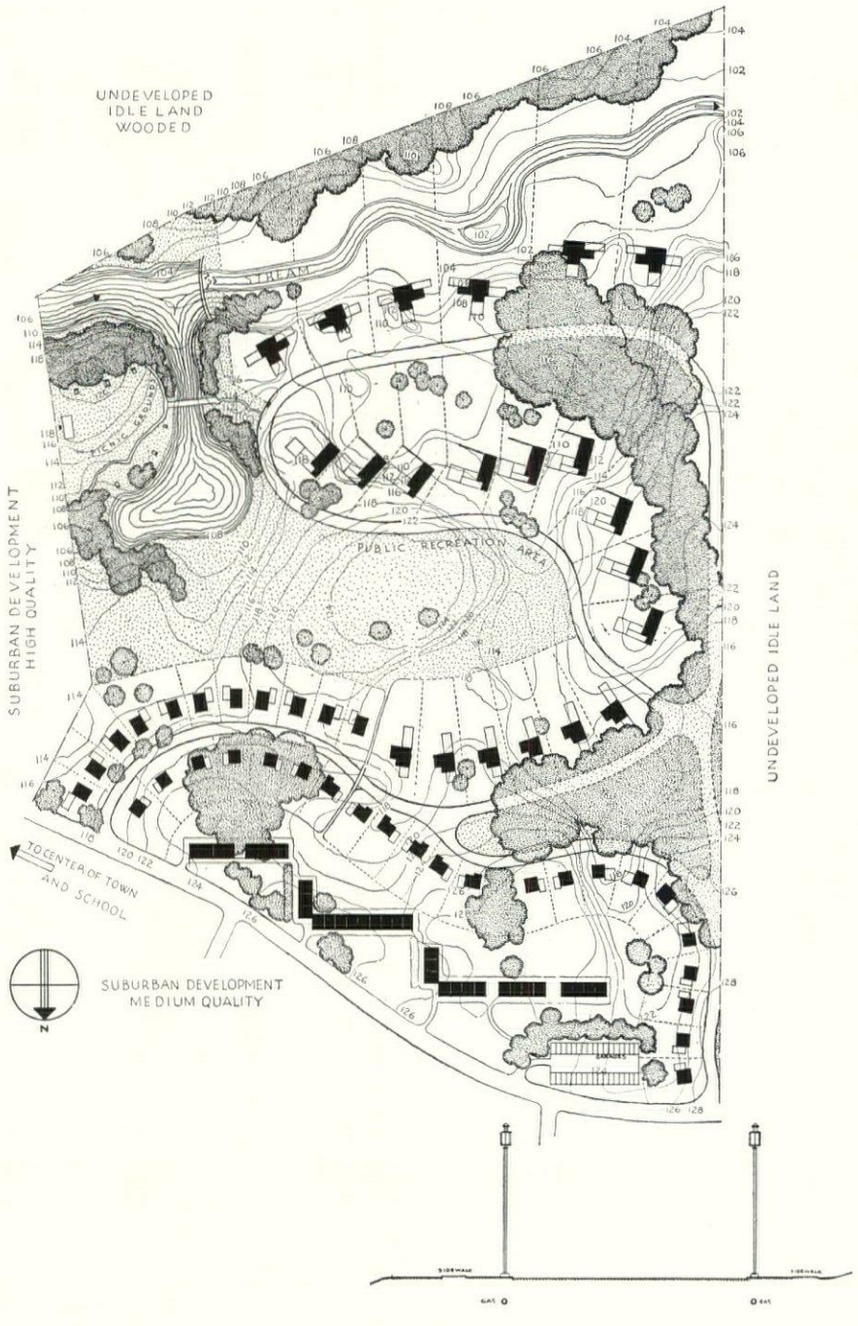
The roads are well located in regard to contours and access to houses. They are, with the exception of one dead-end lane, used fully on both sides. The cul-de-sacs are well laid out excepting for lack of adequate turnaround at the end. There is economy in the direct access to garages from road with a minimum setback. However, there is an excessive regimentation of the buildings which is apparent when one compares this plan with the winning design.

The main defect of this attractive plan is the large number of service roads opening on the main highway to the north of the property. This would be dangerous for the occupants of the two-family houses and a nuisance to the automobiles using the highway.

The houses are graded from the twin-houses on the north, to the larger villas with private gardens on the stream overlooking the Wild Park. There is even a small apartment house. All of the houses have garages attached. It is questionable whether any of them could be afforded by families of $2,000 incomes. The orientation of the houses has been studied so as to place the garages to the north.

HAYS, SIMPSON & HUNSICKER, CLEVELAND, OHIO

HONORABLE MENTION
AGA COMPETITION



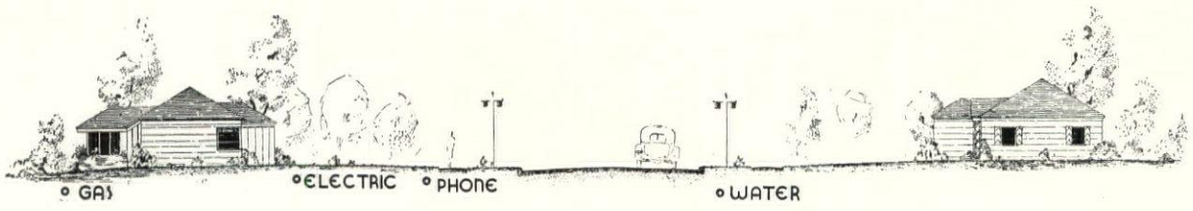
A beautiful plan which shows a real feeling for the land and the possibility of relating human habitation to it so as to secure gracious living. In this plan, to a greater degree than in any of the others, the advantages of the site are conserved and utilized. The large tree groups are almost entirely preserved. Although a large portion of the banks of the stream are not retained for public use, but cut up into attractive private estates, the community is given a lake in the midst of a large public recreation area. This is to be made in the lower portion of the land by damming the stream. A great number of the houses, practically all those for the wealthier part of the community, are to have a broad outlook over this park and lake, and in the direction of the view indicated on the site plan. Each house is carefully placed in relation to neighboring buildings, the contours, and the outlook.

There is excellent variation in the accommodations for those of different income groups. The row houses and the smaller free-standing units, in the block to the north, are economical in arrangement and relation to roads. In fact, this portion of the plan might have been given a small central park of its own for the apartments or row houses without any, or much, additional cost. On the other hand, the remainder of the residential portion of the plan is anything but economical in its use of roads and private land. It is difficult to see how families with incomes of $7,000 or less, could support these. This is the outstanding limitation of the design as a solution of the program.

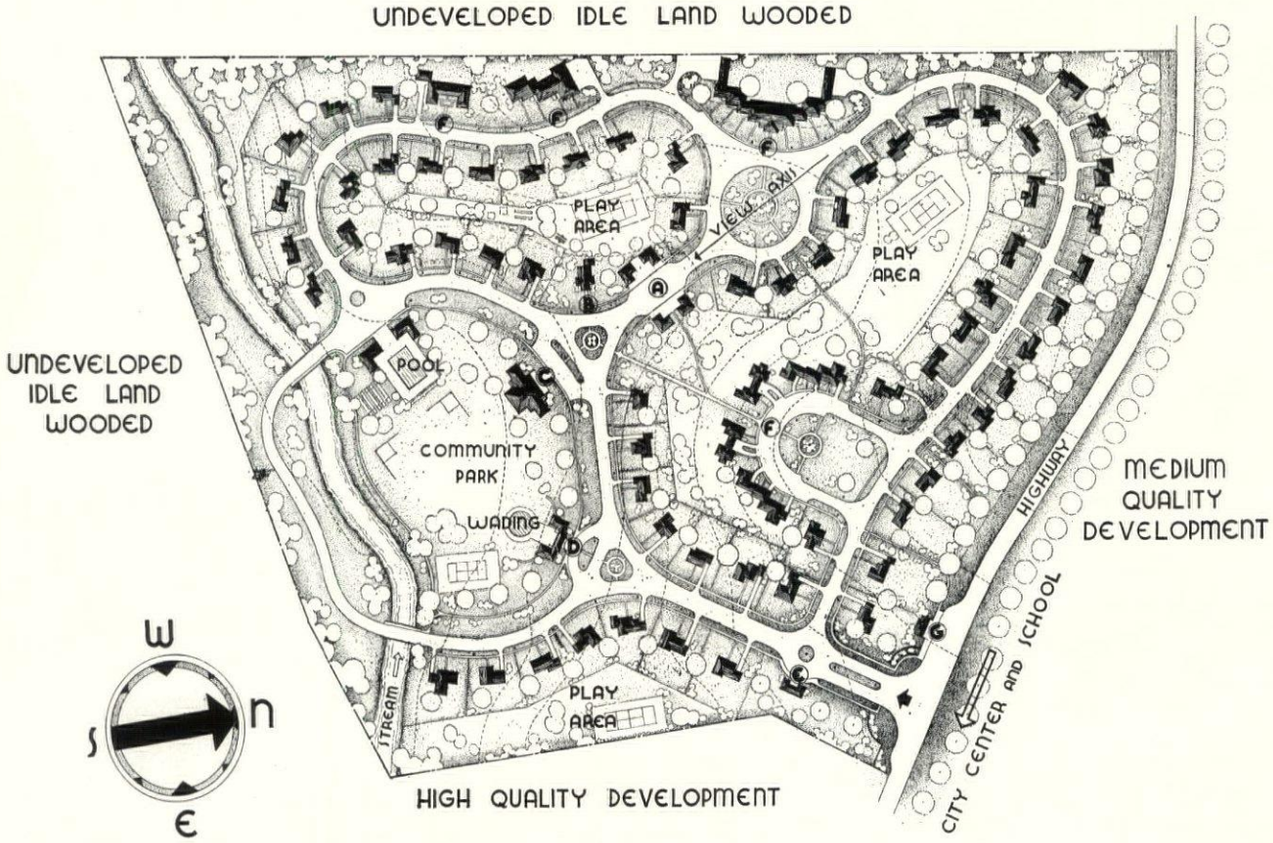
Community buildings have been omitted as being impractical of administration in so small an area with such varied ownership. Stores have been left out of the plan for similar reasons.

W. J. POLLOCK and A. A. SCOTT, ROSEBURG, ORE.

HONORABLE MENTION
AGA COMPETITION



TYPICAL SECTION



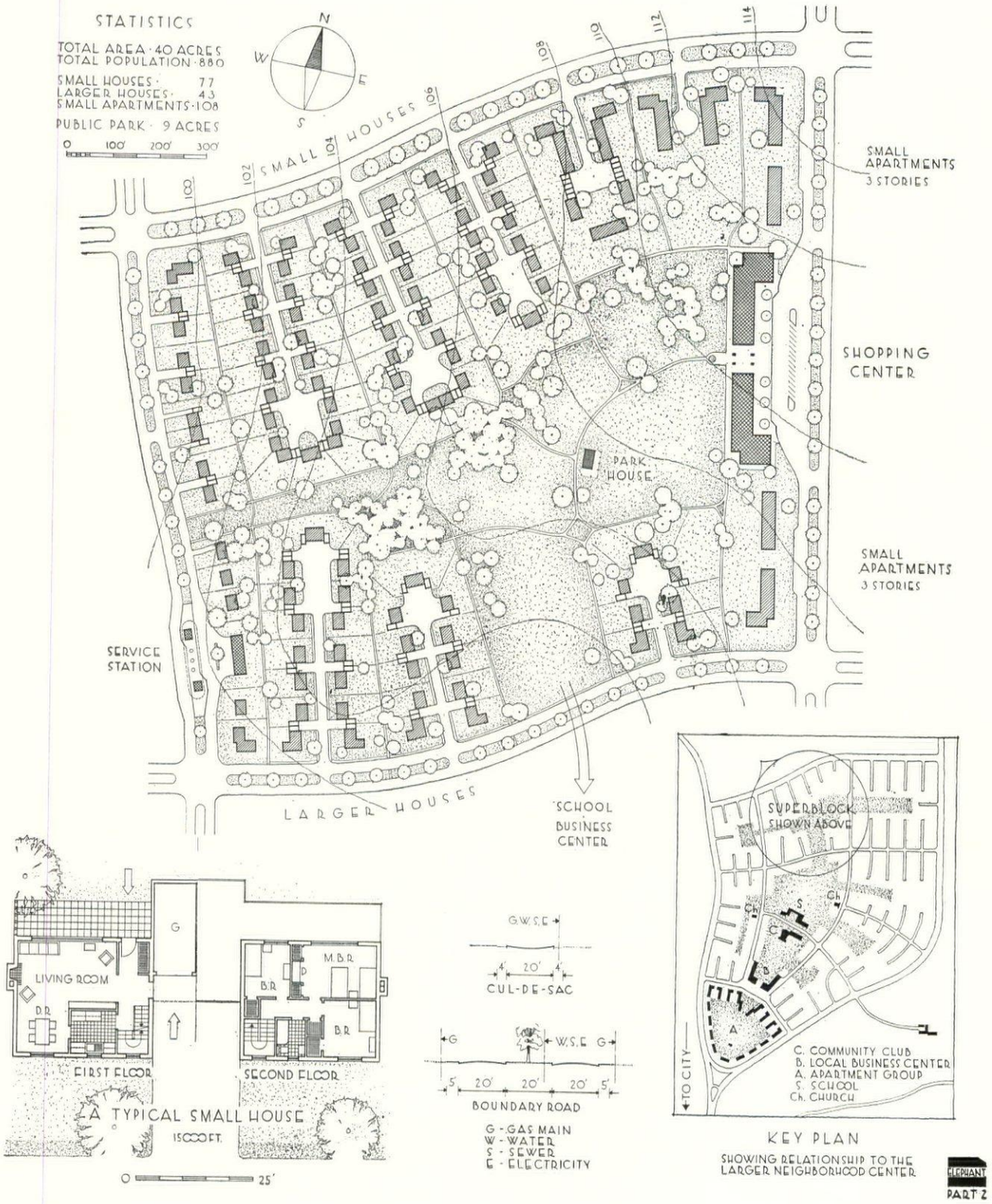
0 100 200 300 400 500 600
SCALE IN FEET
5-FOOT CONTOUR INTERVALS

LEGEND

- A SHOPS
- B CHAPEL
- C COMMUNITY BLDG.
- D NURSERY
- E OFFICE
- F APARTMENTS
- G BUS STOP

PART II
NEIGHBORHOOD - PLANNING COMPETITION

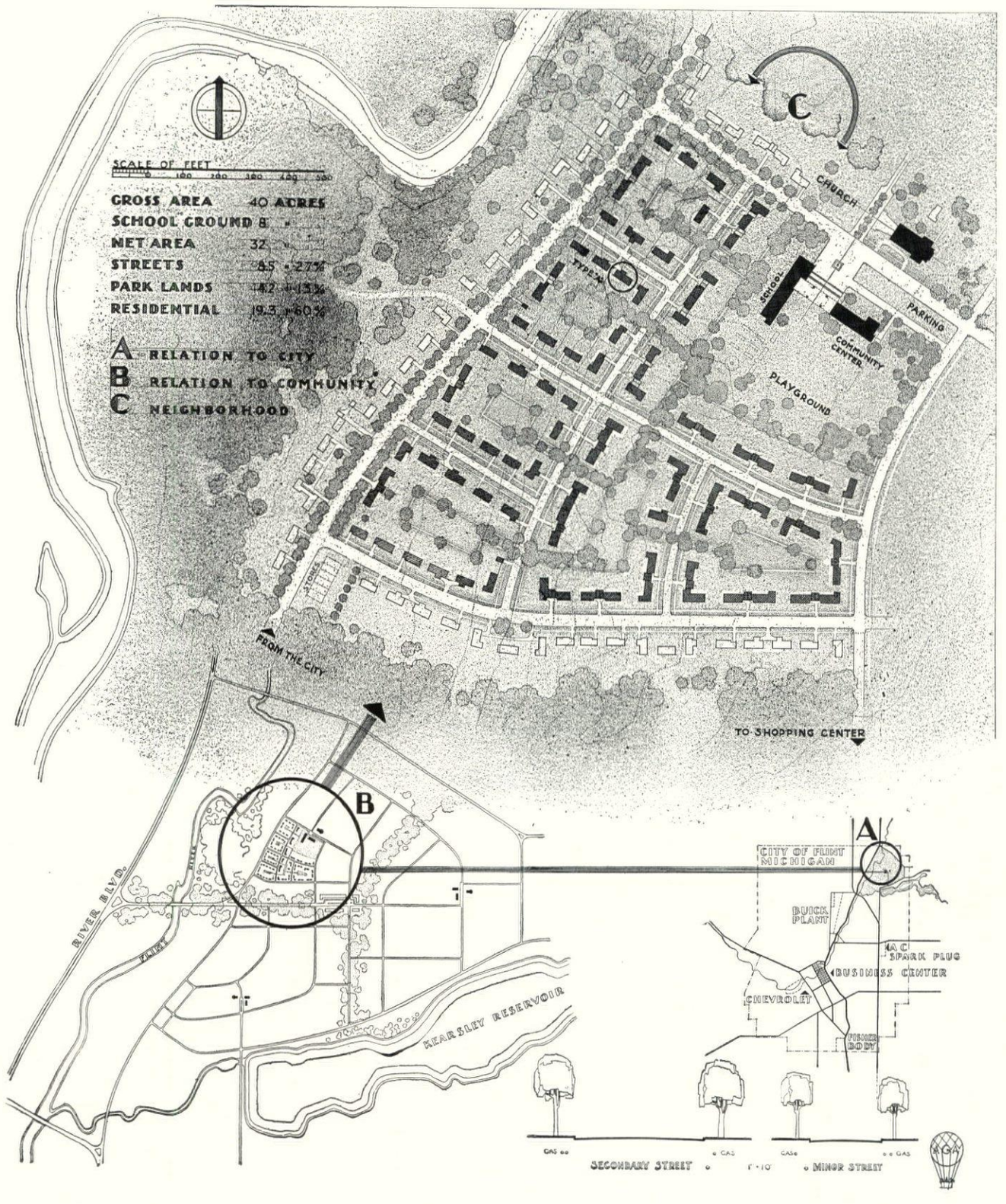
This is an open plan with a great deal of space for outdoor living. The block centers have been developed for common use and studied so as to allow for play areas in the center of each superblock. However, the various open spaces are separated from each other by the roads. Access to the community park for walkers is not direct and would probably be dangerous. The community is well guarded from dangers or annoyances from the main highway. There is no direct entrance to the houses from it. The road system seems unnecessarily long and tortuous. The single entrance from the main road is well located at the point nearest to the city center and school.



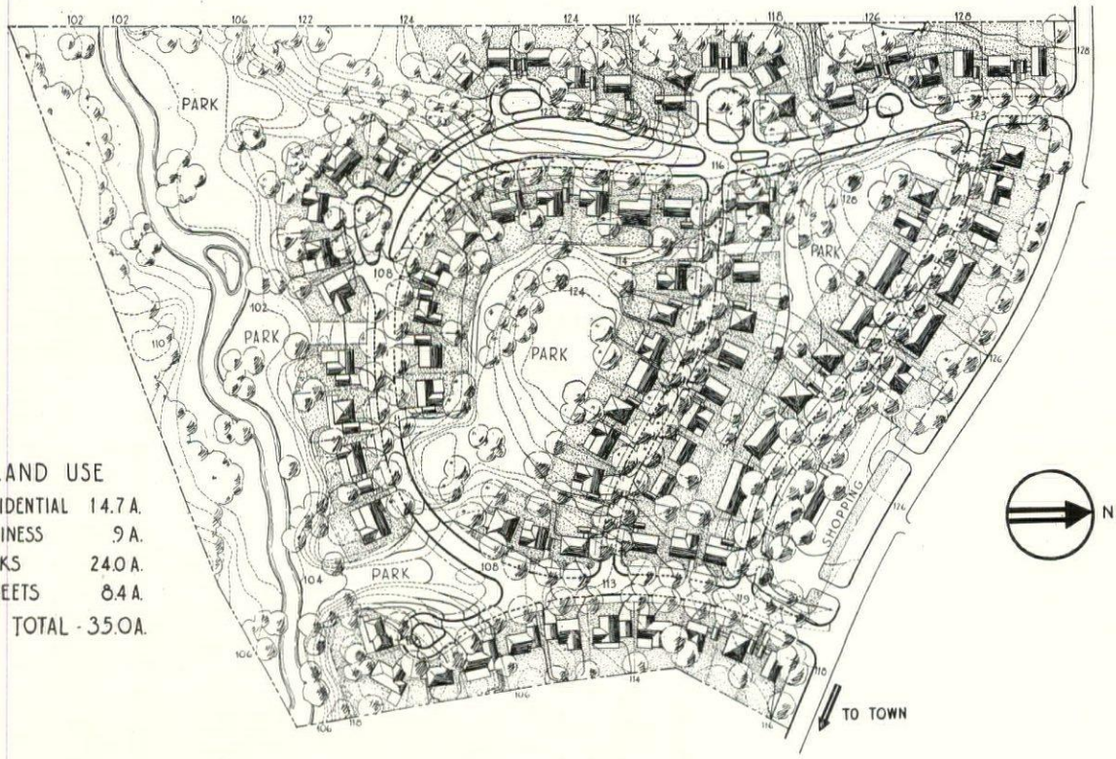
This and the following plan, which used actual rather than hypothetical sites, were considered by the Jury to have unusual merit.

This plan carries out fully the theory of separation of pedestrian and auto traffic. The superblock developed forms part of a complete neighborhood center indicated in the key plan. The well-proportioned park system forms the backbone of the plan, tying the superblocks together and connecting them with the community center. The technical handling of roads, dead-end lanes, and paths and parks is admirable. The plan, however, does not offer any new suggestions in the development of the Radburn idea.

The shopping center is unusually well planned in its arrangement for parking and particularly in its relation to the park so as to facilitate safe and convenient shopping by pedestrians. However, it is questionable whether with a local business center in the next block this shopping center would be needed.

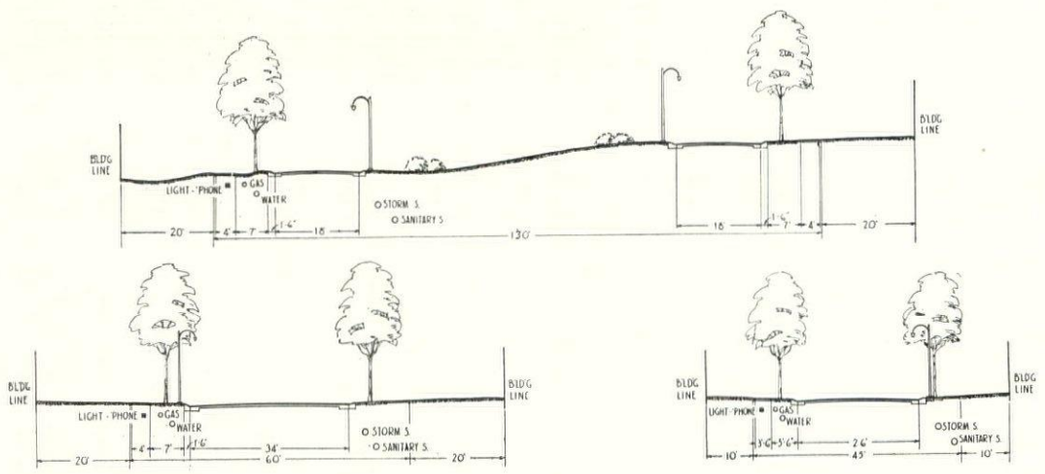


This is the plot plan by the authors of the house that won a first prize. It is an admirable study of the relation of the various elements of community planning: the house in relation to block plan and park, to neighborhood life focusing on school, church, and community building, and finally, in relation to the working places of the members of the community. The neighborhood plan would have been improved if it had been intersected by fewer roads.



LAND USE

RESIDENTIAL	14.7 A.
BUSINESS	9 A.
PARKS	24.0 A.
STREETS	8.4 A.
TOTAL -	35.0A.



PART II - NEIGHBORHOOD-PLANNING COMPETITION.

The parks are well located on both sides of the stream and in the centers of the blocks. The view is open to a large number of the houses and to the high point of the park where the manor stood.

In spite of the spaciousness of the open parkland, the houses appear cramped. This is largely because they are lined up on lots not much wider than themselves with the same setback as their neighbors.

The street system is, as a whole, simple, though slightly complicated by division into two roads in the southwest section. If one or even better, both, of the cross (east-west) roads in the northern end had been dead-ended, the plan would have been greatly improved. The parks could thus have been connected for pedestrians without great loss of convenience or time for vehicles.

Shops as well as houses are isolated from the traffic of the main highways. Entrance to the parking area in front of the stores might have been more direct for the inhabitants of the community.

BUILDING MONEY

CONTENTS:

McDONALD'S FHA	75
EIGHT SMALL HOUSES	77
IDLE IN BUILDING	81
NEW YORK REMODELS	82
FEDERALS' CHARTER K	83
FHLBB INDEX	83
SEATTLE SUBDIVISION	84
MEZZANINE HOUSE	50



FHAdministrator McDonald

Harris & Ewing

MILESTONES IN MORTGAGE INSURANCE

are FHA's fourth birthday, Administrator McDonald's reappointment.

A look at the man and his $2.5 billion business.

A BIRTHDAY, a week's business, and a man's reappointment last month occasioned a tripartite celebration by the Federal Housing Administration. Thus, as Government's No. 1 insurance agency entered its fifth year, adding machines on June eleven labored to calculate the week's commitments for mortgage insurance, finally produced a record-breaking total of $17 million. Loudest celebration, however, burst forth at mid-month when announcement came from Capitol Hill that FHAdministrator Stewart McDonald, whose term was to expire with June, had been appointed to succeed himself.

And well might Administrator McDonald's appointment provoke public approval. Under his supervision two million mortgagors the country over have benefited by FHA's two billion dollar volume of insured loans. Also under his guidance, FHA has become practically self-supporting—a taxpayer-pleasing status yet to be attained by most of the New Deal's far-flung agencies.

En Route. It all began shortly after Oilman James A. Moffett became the Authority's first administrator in June, 1934. Hurriedly he called Friend McDonald to his side, secured him there as Special Assistant to the Administrator. As McDonald rapidly rose through nebulous rankings to become Assistant to the Administrator, thence Assistant Administrator, he was to an increasing extent relied upon to keep his eagle eyes on the Administration's personnel and operation details.

Although not designed primarily as a crusading agency, FHA was peopled in the beginning with the usual contingent of reformers, set in this case on browbeating Building's components into solving the mortgage problem overnight. On the other hand there was a group of hard-headed business men, who considered as secondary the FHA's mild reform aims for mortgage and appraisal practice. To them, reforms were merely sales talk for stirring up their insurance business. More of a promoter than an administrator, Moffett expended little energy in keeping his reformers and go-getters under thumb, leaned heavily on McDonald to do the actual administering.

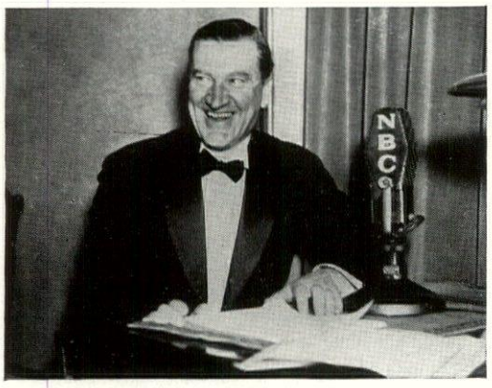
The Man. When Moffett relinquished his post in May, 1935, to cruise the world and return to the Standard Oil Co., it was logical for him to suggest to the President that First Lieutenant McDonald could best fill his shoes. Moffett's suggestion, which Roosevelt followed, has underlined McDonald's skill in picking and handling executive personnel. To Babcock, Colean, Fisher, Flanders, McGehee, Powell, and others, the Administrator gives great credit for carrying forward the programs which FHA has sponsored.

A ruddy-complexioned, conservative Scot, Administrator McDonald was born in Minnesota some indeterminate 50 years ago. Educated at Notre Dame and Cornell (engineering degree), he has since navigated nearly a dozen business channels. He gleaned experience as a director of two banks, five industrial companies



International News

On mat, before Senate and House committees, FHAdministrator McDonald holds his own. Results: FHA's 1935, 1936 and 1938 amendments.

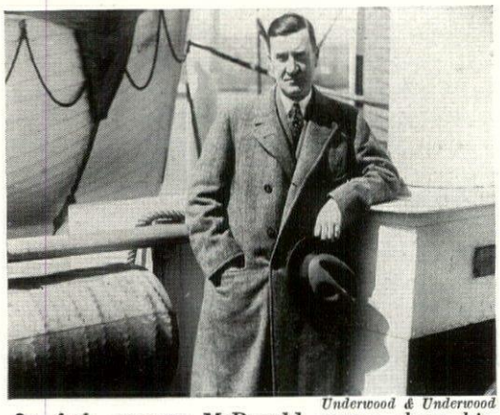


On air, second-rate-speechmaker McDonald wisely makes few orations. More prolific in news-writing, he dots newspapers with promotional blurbs.



Acme

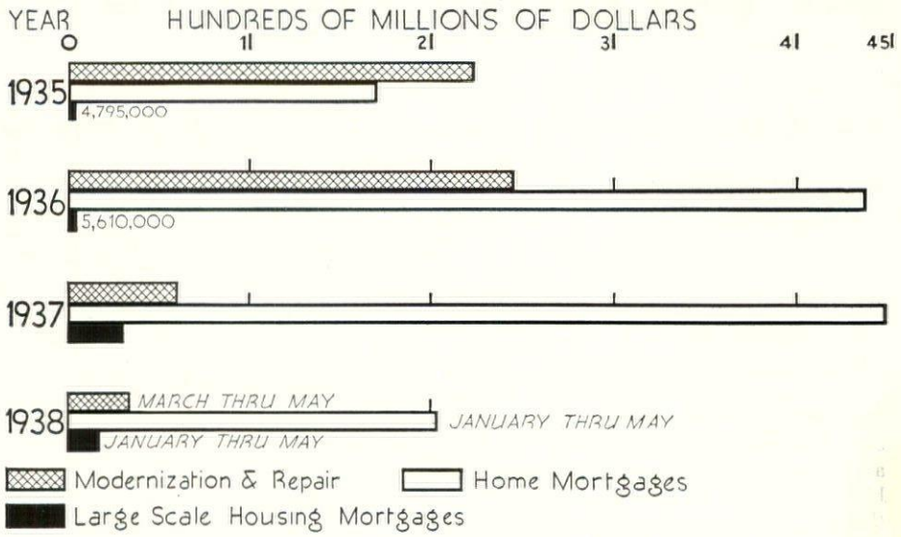
On horse, dapper McDonald canters away spare time before Washington's Riding and Hunt Club. Horse: Sailfish by Finn out of Pasquita.



Underwood & Underwood

On deck, voyager McDonald moons about his automobile company—one-time producer of Moons, Dianas and $4,000,000.

LOANS ACCEPTED FOR FHA INSURANCE



FHA Insurance of modernization and repair notes commenced in August, 1934, amounted to $30,450,583 that year (not shown above). Insurance of other loans began in 1935. Title I expired in April, 1937; was revived in February, 1938.

and as police commissioner of St. Louis, Mo. He gleaned a little more than experience as head of the Moon Motor Co., which he developed from a bankrupt carriage concern, sold for $4 million in 1927.

His job. When appointed Administrator in 1935, FHA's Title I, covering modernization and repair loans, was going full tilt, Title II was barely moving. And since the latter was to provide the Authority's bread and butter, McDonald immediately turned on his promotional faucets, worked hard to make home mortgage insurance possible and popular. Of the several fronts on which FHA has attacked, two have been of the greatest importance. First is the long-term, amortized, insured mortgage, now universally accepted; second is the fostering of large scale, rental housing projects through insurance of their mortgages. While the latter type of operation has as yet been comparatively small in dollar volume, it promises eventually to have enormous influence on planning and building procedure.

The Record. That McDonald's promotion and administration have borne fruits is indicated in an inventory of achievements to date. The FHA has done a gross business of $2.5 billion—$600 million under Title I and, under Title II, $1.8 billion in home mortgage insurance and $60 million under the large-scale housing section. Gross business includes applications for insurance as well as mortgages accepted, is therefore in excess of the actual amount of insurance in force. While applications are not always accepted, they provide FHA with welcome appraisal fees.

A look at the profit and loss sheet speaks equally well for the Administrator. When FHA began its operations, Congress provided a Mutual Insurance Fund of $10 million nest egg. By salting away insurance premiums and appraisal fees this fund has more than doubled in size. Losses under Title II have been negligibly small—$24,000—and only a dozen or so houses have been acquired through default. Title I losses have been larger, today net about $7.8 million. However, since most of these Title I losses have been suffered in connection with the sale of acquired equipment, Administrator McDonald, never very keen about the first section of the Act, has tightened succeeding amendments.

Just as the February amendments clamped down on Title I, they liberalized Title II and flooded the FHA with new business. To wit: the weekly volume of home mortgages selected for appraisal averaged $22 million during March, April and May, a 50 per cent increase over the corresponding months of 1937. Mortgages accepted for insurance are also up: the record June week was prefaced in May by a $62 million volume—38 per cent above May, 1937.

The FHA is presenting the interesting paradox of doing more business while the country at large does less. While this state of affairs might indicate that the long-awaited building boom is already under way, inevitable explanation is that, by virtue of its increased attractiveness, the FHA is obtaining a larger percentage of the total mortgage business. As yet no boom-producer, this increased business has helped the building industry, and also helped the FHA. For during April and May insurance premiums and appraisal fees ran $850,000 per month—enough to operate the Washington office and its 67 insuring branches with some left over to cover unproductive Title I and the farm mortgage program.

AN EXPERIMENT IN LOW-COST HOUSES

is Lumber's bid for business. NLMA builds a laboratory community, helps dealers boost sales with eight demonstration homes.

NEXT to boxes and crates, Building has long ranked as Lumber's top-flight customer. In 1928 it consumed 21 billion feet of lumber—or, for those who prefer their statistics in a laid-end-to-end analogy, enough to encircle the earth 160 times with a one-foot duckboard. Coinciding with the business cycle, however, Building's use of lumber dropped to 8.4 billion feet in 1933, or only 64 loops about the earth, then bounced back to 15 billion feet, 115 loops, in 1937. And, Lumber is far from pleased with current statistics. Now sawing and planing a total of 180 million feet per week, the country's mills are running 40 per cent behind last year, and the New York *Times'* adjusted index of production is see-sawing around 60 per cent of the 1929-31 average.

Lumber's unhappy trends and statistics are not news. What make news are Lumber's efforts to better them.

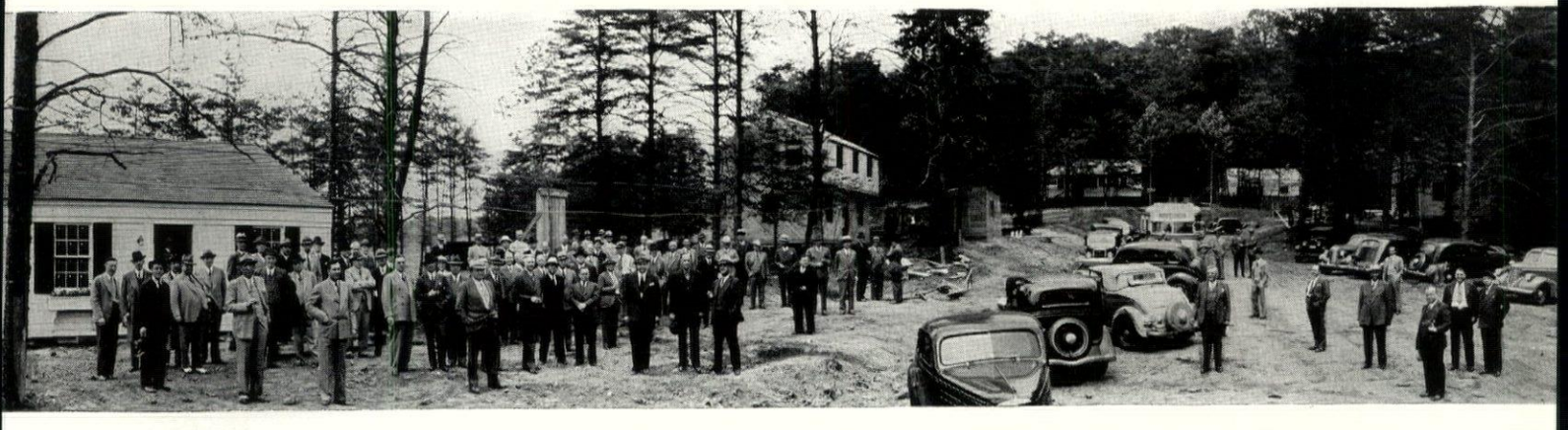
To stimulate the disorganized business of boxing and crating would involve a shot in the arm for practically every type of manufacture—a task too large and too complex even to be considered by Lumber. Next logical step in an attempt to up Lumber would be to up Building. And that is what Lumber is trying to do in its 1938 program incorporated under the name "The National Small Homes Demonstration." Basis for this program is a high-powered promotional handbook and an impressive sounding "laboratory community" wherein eight frame houses costing $2,161 to $3,742 are currently being erected by the National Lumber Manufacturers Assn. Hope is that local lumber dealers throughout the Nation will sponsor construction of 100,000 inexpensive frame houses, either duplicates or equivalent of NLMA's eight. If this number is built and if the average cost is $3,000, Lumber stands to make a $75 million sale, on the basis of 25 per cent of the cost of a lumber-built house going for lumber. More likely, however, is the construction of less than 10,000 houses, a lumber order of less than $7 million.

NLMA. Logical agency for promoting such a campaign was the National Lumber Manufacturers Assn. Founded in 1902 with the standard trade association purpose of coordinating and promoting the activities of its industry, the NLMA is a federation of fifteen regional associations of lumber manufacturers representing 65 per cent of all U. S. lumber production. These member associations pay dues at the rate of 2½ pennies per 1,000 ft. of lumber cut by constituent mills, hope to get their money back in the form of research and promotional publicity.

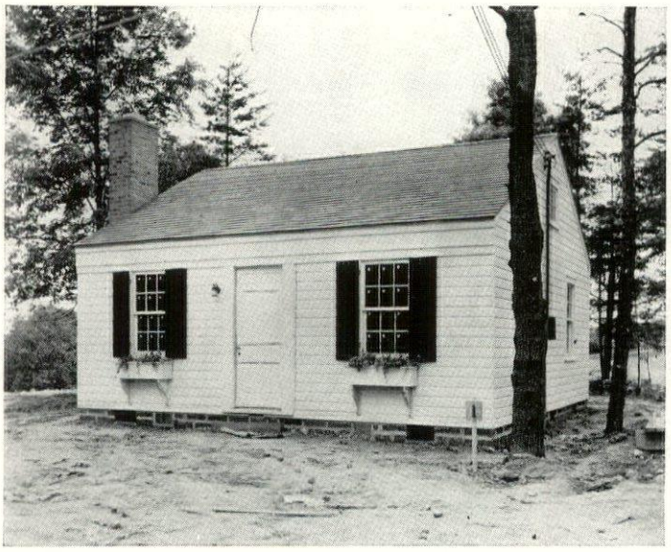
Despite its bevy of honorary officials, biggest wig in the parent association is Secretary-Manager Wilson Compton, one-time Federal Trade Commission economist and assistant professor of economics at Dartmouth, now and for the past twenty years head of NLMA's administrative department and its staff of 40 employes. Brother of M.I.T.'s President Karl Taylor and of Chicago University's Nobel prize-winning physicist Arthur H., 48-year-old Dr. (Ph.D.) Wilson Compton devotes his time to guiding the lumber industry from NLMA's Washington headquarters, to serving as an attorney, and, in his spare time, to farming a 1,000 acre tract on the banks of the Potomac.

Experiment. It was early in 1936 that Dr. Compton and colleagues decided to boost Lumber via the building industry. First test step came after the Federal Housing Administration that year published several basic designs for houses estimated to cost between $1,650 and $2,900. For their own information and satisfaction, the NLMA, together with the National Retail Lumber Dealers Association, built three of these houses in Bethesda, Md. with the utmost economy to see if the FHA's estimates could be reproduced. Surprised to find that the combined cost of the three houses was less than predicted, the NLMA saw in the experiment possibilities of nation-wide reproduction of the designs by lumber dealers and builders. Thus the 1937 home demonstration program was born.

Complete plans, specifications and cost breakdowns of the three FHA houses were prepared and distributed to 6,000 lumber dealers and other persons who vouched that they would do some kind of promotional activity for the demonstration program—actual building or otherwise. But Recession set in, and at year's end a survey by F. W. Dodge Corp. indicated that only 2,680 dealers in half as many communities had built some form of finished, low-cost demonstration home. In recogni-

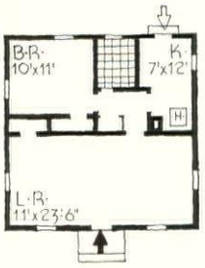


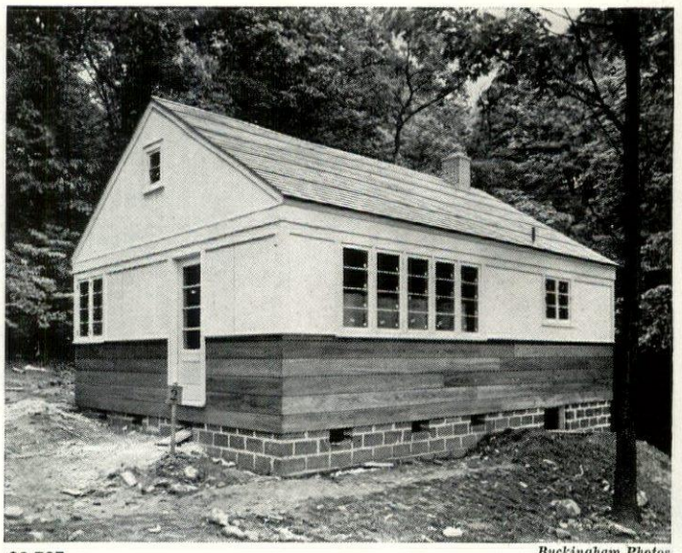
Proving ground for NLMA's battery of eight houses is Fairway Hills, a subdivision near Washington, D. C. Here lumbermen view the semi-finished laboratory where labor- and material-saving methods will pare costs to $2,161 for a three-room bungalow, to $3,742 for a seven-room house with garage. When the community is completed, the public will be invited to look and buy.



$2,161

House No. 1, a free-standing apartment suite, offers minimum accommodations for a family of two, features 2 in. plank flooring atop joists spaced at 6 ft. intervals. Advantages claimed over conventional floor construction are increased insulation (there is no basement) and decreased labor costs.

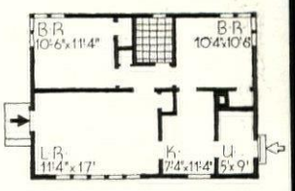




$2,585

Buckingham Photos

House No. 2, slightly larger, is an experiment in plywood. (All costs shown on these pages are those estimated for completed houses at Fairway Hills. They include labor, materials and equipment, exclude cost of land and financing, realtor's commission and contractor's profit.)



tion, the American Trade Assn., in meeting at French Lick Springs last fall, solemnly awarded to NLMA its first prize for the year's most outstanding achievement among trade associations.

Laboratory. Conceived as a sideshow, NLMA's 1938 laboratory community is today the whole show and will continue as such until the predicted thousands of houses are completed in outlying localities. For its laboratory the NLMA purchased at $4,250 (allotment for construction of the community is $30,000) eight lots from Bannockburn Heights Improvement Co. This important Philadelphia and Washington landowner has since dedicated the 43-acre tract exclusively to the construction of under-$5,000 houses, named it Fairway Hills in honor of an adjacent golf course. The property, situated in Maryland six and a half miles up the Potomac River from the Capital, was undeveloped prior to NLMA's purchase. Now it has one street, bearing the name of Housing's congressional champion—Robert Ferdinand Wagner. And, on Wagner Lane, in various stages of construction are the Lumber Association's 1938 models.

Much as each year's automobiles are better than preceding models, NLMA's 1938 houses surpass last year's—if not in architectural appearance, then in planning and construction. Design was in the hands of Architect Lawrence W. Stevens, a quiet, studious youth of 23, fresh from the University of Virginia School of Architecture, and 41-year-old R. G. Kimbell, an NLMA veteran who for eighteen years has held the title of Technical Director. Theirs was the task of producing a group of low-cost houses that would 1) be rectangular, 2) have the fewest possible partitions, 3) have all floor joists and roof rafters of standard length lumber, 4) permit the use of standard stock materials available in all localities, 5) provide for future expansion and a variation of exterior treatments, and 6) include, of course, as much lumber as reasonably possible. In addition, it was required that the houses as a group represent a progression in accommodations, running from a minimum space for two persons to a maximum space for a family with three children. A budget was applied to each phase of construction and gave, for instance, a hardware allotment of not more than 85 cents to each door.

From a batch of 26 sets of plans were selected eight which most nearly toed the mark. Although each of the selected houses has four exterior variations, architectural design was considered secondary to the necessity that each house contribute something to the low cost field. Meeting of all these requirements is NLMA's laboratory community with its eight houses for which ground was broken in mid-April. All vary in one construction phase or another, will therefore furnish some interesting cost relationships upon completion.

Most noteworthy feature of each house is its cost, attributable for the most part to use of stock materials in standard sizes. Further cost reduction was obtained by using, in certain houses, plank flooring atop joists 6 ft. apart, plywood, overhanging second floors, plank wall construction low grade finish flooring in short lengths (common oak shorts at $32 per thousand) and by preparing framing members and sheathing with a power saw. A saw crew cut all such members before an erection crew placed them in position, thus made it possible for four men to frame House No. 7, the largest, in a day and a half. However, since mechanical sawing was not used on all of the houses, the NLMA will upon completion of the group be able to tell the world just how much money this phase of prefabrication saves.

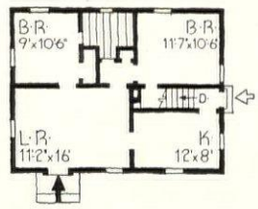
Demonstration. Also upon completion of the group, Washington residents will be invited to visit Fairway Hills, NLMA's conception of the ideal low-cost subdivision. All houses will be completely finished inside, yards will be sodded, and a minimum amount of shrubbery will be sprouting. All will be equipped with a complete factory-made kitchen outfit, including sink cabinets, stove and mechanical refrigerator.

Despite the fact that to date only lumbermen and others interested in building from a business standpoint have been encouraged to inspect construction, layman attendance has been large. So large, in fact, that the NLMA now has a list of 40 homeseekers who have said that they

(*Continued on page 80*)



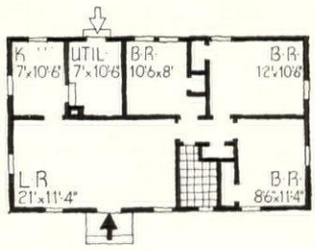
$2,782



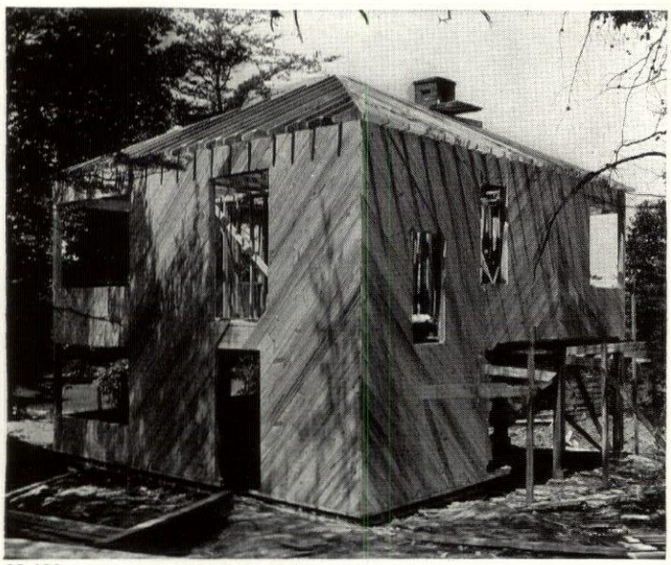
House No. 3 will pacify lumber dealers who sell half-logs to people wishing their summer cottages to look like log cabins. Such "logs" are specified for artificial shutters and corner decorations. More important, being the same size as house No. 2, its $2.782 cost indicates that $200 is the additional price of a basement.



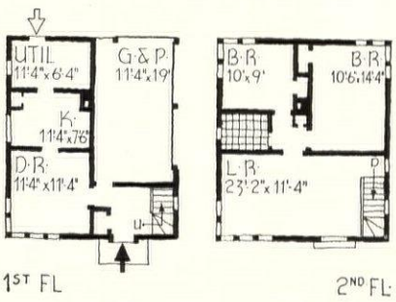
$2,785



House No. 4 has the same width as No. 3, but to its length has been added a volume equal in cost to No. 3's basement. Results are an extra bedroom, a utility room, a larger living room and a comparison of the expenses of under-ground and above-ground construction.



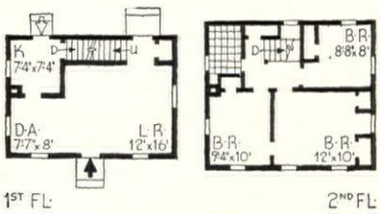
$3,182



House No. 5 is the most modern-looking one in the group of eight. Described as a building whose basement is "built of wood . . . (and) . . . brought up out of the ground," it features a combination porch-garage whose hinged plywood panels make it readily convertible into either.

$3,386





House No. 6, to economize on excavation and foundation costs, was designed with a small first floor and a larger second floor which over-hangs 2 ft. in front and rear. Planning is such that the house may situated upon the site in any of three directions, still have a living room door to the street.

(*Continued from page 78*)

would like to buy one of the unfinished houses. This list will be used about August 1, when the eight houses will have been open to the public for 30 days and will then be dumped upon the market. NLMA wants no profit from the sales, will charge only cost plus land plus 10 per cent for the contractor plus 5 per cent for the realtor. While these prices will not be divulged, good guess is that they will range from $2,900 for House No. 1 to $4,900 for No. 7.

Besides being a laboratory community, Fairway Hills serves another purpose. It is an example of what the NLMA hopes the Nation's lumber dealers will establish in their localities. While but few could swing a group of eight houses, it is hoped that at least one demonstration home will be sponsored in each city and town and that a goodly smattering will crop up in rural sections.

Mechanics. To start the ball rolling, the NLMA this year sent a folder to 20,000 leading lumber dealers, builders and realtors telling them that the way to sell houses is with demonstrators, after the fashion of the automobile salesman. Included in the folder: sketches and cost estimates of the eight houses and a declaration that further information and the larger 1938 Demonstration Manual could be obtained free of charge. Back to the NLMA came requests for 5,876 Manuals. They in turn prompted requests for a total of 7,503 sets of working drawings, materials lists and specifications for one or another of the eight houses. Offered for publicity purposes were canned newspaper stories, free mats for newspaper reproduction and, at nominal costs, silk banners and colored posters of individual houses.

Once the local lumber dealer is supplied with all the paraphernalia NLMA can offer, he is on his own. Next step is to line up a realtor or an operative builder and sell him on the mutual advantages of a demonstration home. Chances are that other building material dealers in town have been informed as to the program by their trade associations or by leading manufacturers in their field. Twenty-nine such agencies are listed as cooperating with the NLMA. Several, including Flintkote, Lucas Paints, American Radiator, and Bryant Heater, have prepared home demonstration promotional booklets for general dealer-distribution and for "interested" parties whose names are supplied them by the NLMA. These non-lumber dealers will probably make concessions to their lumber allies in return for free publicity.

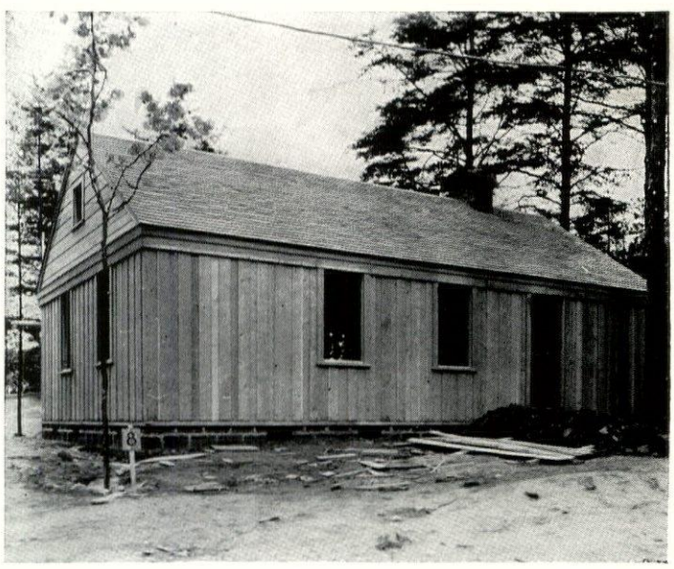
Results. To sample the reaction to NLMA's program, THE ARCHITECTURAL FORUM at mid-June questioned fifteen dealers the country over who had indicated an interest in the demonstration home idea. They were asked what they were planning to do and to comment. Results of the survey show that houses are being built—some in groups of a hundred. Unfortunately, however, only a handful has been completed.

To the impartial observer, it appears that the NLMA may have missed the boat, for demonstration homes, to accomplish their purpose, at best should be completed and ready for public inspection at the advent of the home building season. Completion of 10,000 demonstrators in early spring might well foster the construction of another ten thousand or two; but completion of 10,000 demonstrators in mid-summer has smaller future significance. Since Lumber has adopted one of the Automobile's methods of salesmanship, perhaps next year it will follow another Automobile precept—that of unleashing its new models and propaganda well in advance of seasonal demand.

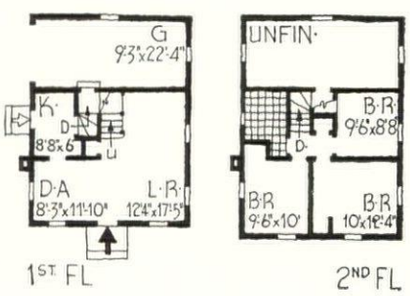
Despite the tardy appearance of its fruits, NLMA's 1938 National Small Home Demonstration may yet produce significant results for Lumber and Building. If current interest on the part of cooperating manufacturers and dealers survives the fall and winter months, and chances are that it will, 1938 promotional activities will make themselves felt to an increasing extent in 1939. And, in the meantime, many pertinent facts and figures for Building will come from NLMA's laboratory community in Washington.



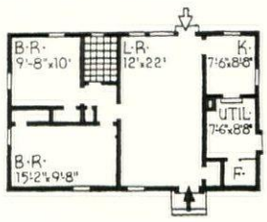
$3,742



$2,565



House No. 7 (left) is largest of the eight, includes a garage and an extra room midway between the first and second floors. If this room were finished as a bedroom, cost per room would probably be lowest of the group. **House No. 8** (right) is significant in its wall construction. Instead of the usual stud and sheathing system, interlocking vertical planks have been used. Economy effected by this new method may be seen in a comparison of its cost with that of No. 4 which is of about the same dimensions and likewise without basement.



BUILDING'S UNEMPLOYED

three-quarter million strong, the second largest idle troupe. Administrator Biggers writes census finale.



Thomas D. McAvoy

Census-taker John D. Biggers

If all the unemployed registrants in the November, 1937, National Unemployment Census stood shoulder to shoulder, 2 ft. of space for each, they would make an unbroken line from Washington, D. C. to Los Angeles, Calif. Thus, in the fastest nationwide registration since the World War, 7,845,016 persons (revised) or more than one-twelfth the entire population of the U. S. between the ages of fifteen and 74, were tallied as being totally without work or as emergency workers.

By Fosterfathers Roosevelt and Hopkins, the task of obtaining and tabulating these statistics was given to Energetic John D. Biggers, president of Libbey-Owens-Ford Glass Co. and rumored candidate for the job of Secretary of Commerce. Biggers was also given $5,000,000 (two-fifths of which was used) to do the job that the Census Bureau had turned down on the grounds that it would cost $20,000,000, take fifteen months and interfere with their work on the 1940 census.

Engineered by the U. S. Post Office Department through its 46,000 branches, the National Unemployment Census started on November 16 last. Following this voluntary registration from the 35,000,000 U. S. families, a house-to-house check-up was made of 1,950,000 persons. Result: proof that the original register was 72 per cent accurate. Then, on January 1, little more than six weeks after commencement of the job, Administrator Biggers supplied President Roosevelt with the number of totally unemployed, incidental fire for the latter's budget message. Last month, as final figures were released, unsalaried Biggers announced that the task had cost him but $1,986,595.46, that the rest of the five million would be returned to the Treasury.

Largest number of unemployed persons in any single industry was the 910,855 recorded under Agriculture. Among the general or combined industry groups, Manufacturing and Mechanical Industries led with a total of 2,486,479 registrants. Largest sub-total in this field, and second largest single entry, was building labor: 763,538 unemployed. This statistic breaks down into 488,233 totally without work, 275,305 emergency workers; excludes persons in related or dependent industries whose unemployment might treble this total. The ratio of this army to the men of their rank who were gainfully employed in 1930, according to the Census at that time, 190 men per thousand. Shown in the following tabulation are Unemployment Census data for the building industry and all industries, State by State.

PERSONS WHOLLY UNEMPLOYED—All Industries and the Building Industry

State	All Industries	Building Industry
ALABAMA	133,172	8,302†
ARIZONA	11,854	1,494*
ARKANSAS	82,678	4,496†
CALIFORNIA	238,607	27,420†
COLORADO	39,496	3,562†
CONNECTICUT	60,869	5,713†
DELAWARE	8,044	950*
DIST. OF COL.	33,969	3,253†
FLORIDA	67,243	6,955*
GEORGIA	116,295	8,972†
IDAHO	16,578	1,743
ILLINOIS	298,580	30,201*
INDIANA	117,059	10,677†
IOWA	53,402	6,057†
KANSAS	55,790	5,564†
KENTUCKY	117,202	9,515†
LOUISIANA	86,346	5,815†
MAINE	33,373	3,065†
MARYLAND	51,850	5,554*
MASSACHUSETTS	214,615	19,254*
MICHIGAN	170,477	16,460
MINNESOTA	83,245	9,383†
MISSISSIPPI	78,167	4,362†
MISSOURI	168,973	14,457†
MONTANA	24,996	2,630†
NEBRASKA	38,349	3,478†
NEVADA	2,902	374*
NEW HAMPSHIRE	22,619	1,537
NEW JERSEY	190,654	22,386*
NEW MEXICO	19,018	1,883†
NEW YORK	683,483	83,718*
NO. CAROLINA	81,778	5,669
NO. DAKOTA	22,474	1,668†
OHIO	267,621	26,843†
OKLAHOMA	99,062	6,471†
OREGON	53,520	6,021
PENNSYLVANIA	475,349	42,770*
RHODE ISLAND	37,700	2,675
SO. CAROLINA	64,366	4,200
SO. DAKOTA	21,608	1,682†
TENNESSEE	101,795	9,526†
TEXAS	202,889	14,410†
UTAH	16,122	1,759†
VERMONT	9,088	1,022†
VIRGINIA	71,505	7,113†
WASHINGTON	80,866	8,966*
W. VIRGINIA	74,208	6,604
WISCONSIN	96,246	10,711*
WYOMING	6,944	893†

* denotes first place, † denotes second place in the comparison of Building's unemployed with the unemployed of any other single industry within the State.

LESSONS IN RENOVATION

taught by 200 volunteers. Banking and Building team up, push reconstruction of New York's tenements.

FIVE thousand eight hundred and forty-three buildings in New York City are boarded up—not because their tenants are away on vacation but because they have no tenants. Those that could wisely be renovated and reopened would house close to 40,000 low-income families, twice as many as the Metropolitan Life Insurance Co. will tenant in its vast Bronx project and at a fraction of the cost. But, despite what municipal and Federal Governments have done to make remodeling easier, most owners of these boarded-up buildings and others sadly in need of renovation have been content to let them continue as is until demolition or collapse.

Mindful of the situation and of the fact that U. S. Housing Authority earmarkings for New York City will barely dent the surface of the local low-rent dwelling shortage, Fiorello H. LaGuardia, U. S.'s most housing-conscious mayor, on March 8 conceived his Committee on Property Improvement. Named as city chairman was Banker Bernard F. Hogan, president of the Greater New York Savings Bank; as borough and sub-committee chairmen, six other prominent bankers, an architect, a realtor and a builder*; as secretary and promoter, realty-wise Joseph Platzker of the East Side Chamber of Commerce.

Forthwith this committee of volunteers set up offices on Park Avenue in space donated by the Bowery Savings Bank whose New York City tenement holdings are notoriously vast. Reviewing past records, it was found that 1,650 property owners, who in 1936 filed plans for renovating, had done nothing since. To this group went questionnaires to determine why work had been delayed, whether or not the indicated $6,000,000 involved would be spent this year. The Committee also hopes to uncover through this questioning violators of the Multiple Dwelling Law who filed plans merely to escape litigation, not because they planned actual improvements. Circularized, too, were the owners of 5,843 boarded-up buildings (2,733 in Manhattan, 2,633 in Brooklyn, 477 in the three other boroughs) who were asked if they planned to improve, modernize or demolish their holdings. And all property owners, large and small, have been invited through the press and radio to bring their troubles to the Committee.

Primary assignment, however, is to acquaint individual owners with three financial aids to renovation.

Exemption Law. In January, 1937, the Mayor approved Local Law No. 64 exempting from city taxation for five years all improvements not in excess of a building's current value and not increasing the building's cubage. Just as the Committee's educational program has begun to interest many hitherto ignorant owners in the advantages of the exemption legislation, the privilege of tax exemption is about to expire. To benefit by Local Law No. 64 renovation must be completed prior to September 30, 1938. Since the conditions which prompted the original legislation still prevail, the Committee on Property Improvement, as one of its first moves, petitioned the Mayor to extend the law for at least another year, subject to approval by the State Legislature.



Renovator Bernard F. Hogan

Prior Lien Law. Another attempt to obtain compliance with the Multiple Dwelling Law came last year with the passage of the Tenement House Repair Law permitting the city to correct violations itself, to charge cost of alterations as a prior lien against the building. Held unconstitutional by many, the law is put in force only with consent of the building's owner and mortgagee. In effect, therefore, the $500,000 revolving fund established to service this so-called Prior Lien Law is tapped only at the wishes of the owner, and the fund becomes more important than the law.

Failure of the Prior Lien Law, now approaching its first birthday, to produce increased renovation has been due to something other than size of the revolving fund. To wit: only 400 property owners have taken advantage of it; $200,000 of the original allotment remains untouched.

NHA'S Title I. The Mayor's Committee is doing more than instructing the public as to advantages of the recently revived Title I of the National Housing Act, under which insured loans up to $10,000 may be obtained for modernization. It is stumping for an important change in procedure. Title I loans in excess of $2,500 must be approved by an FHA board of review in Washington, D. C., a red-tape formality which has caused much contemplated renovation to die by the wayside. To expedite matters, the Committee proposes that local FHA officials be empowered to pass on the large projects or that the work be done by lending institutions themselves.

In addition to publicizing these three boons to renovation, Banker Hogan's Committee serves in an advisory capacity. Already 3,500 New Yorkers have asked for information on renovation. First they are told whether or not it is prudent to remodel their properties, and next, if remodeling is decided upon, how to do it. Obviously, some buildings do not warrant reconstruction. They include structures which are too far gone or are in a "demolition area."

Progress of the Committee has been frequently bucked by such problems as the owner of one tenement in need of renovating hesitating to start work unless he gets assurance that his neighbor-landlords will also improve their tenements. To solve the problem of block remodeling, the Committee calls neighborhood meetings in its auditorium-office where groups of 500 to 1,000 property owners are lectured on the advantages and methods of mass-renovation.

Problems of individual owners whose properties are worth remodeling are objectively analyzed by an architect and a banker chosen at random from the 200 who actively but without fee cooperate with the Committee. Their recommendations are outlined and returned to the Committee which passes along the data to the owners. The rest is up to them, but it is logical for these owners to turn to the consulting architects and bankers for furtherance of their renovation.

Just how great an advance in the dollar volume of permits for alterations, additions and repairs will be produced by the Committee's efforts is hard to tell. It is known, however, that owners of several large properties are preparing plans for renovation which will be filed later in the summer. It is also known that there has been a revival in the purchasing of run-down properties for the specific purpose of rehabilitation. Most important, New York City is becoming renovation-conscious.

* Bankers Charles G. Edwards, Charles H. Place, Fred Berry, William P. Lough, William C. Crittenden, Stewart Hathaway; Architect Charles C. Platt; Realtor Laurence B. Halleran; Builder Edwin H. Thatcher.

NEW CHARTER ADOPTED

by 1,174 Federals presages saner Savings and Loans.

With an annual loan business in excess of $830 million, the army of 10,000 savings and loan associations has rightly been decorated as the Nation's No. 1 home-financier.* But it has been the regiment of Federal Savings and Loan Associations, 1,346 strong, and with a yearly loan volume of $330 million, that has of late been singled out for publicity. Thus, the Federal Home Loan Bank Board, godfather of the Federals, recently surveyed its wards, announced that 1,174, or 87 per cent, of them are now operating under Charter K, a simplified, more efficient code than embodied in the largely abandoned Charter E.

Approved by the FHLBB some 20 months ago, Charter K is the joint product of officers of the twelve Federal Home Loan Banks, the U. S. Building and Loan League and the FHLBB itself. It was necessitated by the many faults uncovered in the original charter written in 1933 when the Home Owners Loan Act was passed to melt the vast frozen assets of the country's savings and loan associations and to create the Federals.

Charter K's major contributions to the savings and loan business are the elimination of several puzzling types of share investments and the creation of the share account. Absent from the new code are installment thrift, full-paid income, optional savings, prepaid and preferred shares. Present, instead: investment shares and savings shares—the former for a person who wishes to invest a lump sum, the latter for the regular or occasional investor.

Other highlights of Charter K:

¶ Penalty through the retention of dividends due an investor who desires to withdraw has been outlawed. In its place: the bonus, a more ethical form of encouraging long-term, regular savings whereby the investor receives a premium of ½ of 1 per cent in addition to dividends. Also outlawed are membership, repurchase and withdrawal fees; fines, forfeitures, and assessments.

¶ The lending percentage, limited in the old charter to 75 per cent of the appraisal value of a building, may now be upped indefinitely to the point of discretion with the approval of the share holders and the FHLBB. Thus FHA mortgage insurance may be used to better advantage. Hard to find, nevertheless, is a Federal that will touch the new 90 per cent FHA mortgage.

¶ All real estate loans, except those maturing within five years, must be amortized and retired within 20 years.

¶ Investment provisions are liberalized, permit purchase by associations of bonds other than "U. S. governments" and "government-guaranteeds." Significance of this authorization is reduced by the fact that before such investments are made consent must be obtained from the FHLBB and that the Board will think twice before permitting investment even in "municipals."

Effect of Charter K on the Federals should be a healthy one. In the first place, it can be readily fathomed by the average investor. Lack of this quality in its predecessor made for tiresome explanation and increased sales resistance. Further, it should attract more marketable money to the associations and at the same time better protect the interests of investors and borrowers alike.

To regain lost ground, the Federals and their State-chartered colleagues sorely need such stimulus. Evidence is the 1930-1936 record: while depositors in mutual savings banks increased 11 per cent to 13.2 million, savings and loan depositors who totaled 12.4 million in their peak year of 1930 have since fallen off at the rate of a million a year.

* Except in name, savings and loan and building and loan associations are essentially alike. Therefore, reference to both types is made on this page by the term "savings and loan association." It is to be noted, however, that all Federal associations are required to include "savings and loan" in their titles.

FHLBB COST INDEX

takes eighth downward step. Pittsburgh area bucks trend.

Since September 1937, the comparatively steady trend of labor wages has been outweighed by the decreasing trend of material costs, and the Federal Home Loan Bank Board's monthly small house cost index has taken eight consecutive downward steps. Last step was based on the survey for May, 1938 which covered the FHLBB's Pittsburgh, Cincinnati, Little Rock and Los Angeles Districts, revealed that cost of the base house was lower in thirteen of the reporting cities, higher in five, unchanged in three.

Notable for having experienced the greatest percentage increase in building costs since inception of the index in February, 1936, the Pittsburgh District was further spot-lighted by the erratic cost trend shown in the May sampling. Thus, biggest drop, 5 per cent, occurred at Charleston, W. Va., where cost per cubic foot decreased 13 mills to 26.1 cents. And three Pennsylvania cities (Harrisburg, Philadelphia, and Pittsburgh) bolted from the general trend, reported increased costs. None of these advances, however, was greater than 7 mills, or 3 per cent.

FHLBB DISTRICTS, STATES, AND CITIES	CUBIC-FOOT COST MAY 1938	FEB. 1938	MAY 1937	MAY 1936
PITTSBURGH:				
DELAWARE				
WILMINGTON	$0.246	$0.246	$0.241	$0.222
PENNSYLVANIA				
HARRISBURG	.238	.243	.250	.226
PHILADELPHIA	.229	.232	.249	.204
PITTSBURGH	.273	.280	.281	.241
WEST VIRGINIA				
CHARLESTON	.261	.248	.245	.224
CINCINNATI:				
KENTUCKY				
LEXINGTON	.228	.220	.229	.209
LOUISVILLE	.242	.238	.254	.222
OHIO				
COLUMBUS	.241	.237	.260	.225
TENNESSEE				
MEMPHIS	.233	.236	.239	.210
NASHVILLE	.214	.209	.226	.212
LITTLE ROCK:				
ARKANSAS				
LITTLE ROCK	.215	.215	.220	.216
LOUISIANA				
NEW ORLEANS	.264	.259	.243	.212
MISSISSIPPI				
JACKSON	.255	.255	.245	.222
NEW MEXICO				
ALBUQUERQUE	.278	.271	.277	.251
TEXAS				
DALLAS	....	.239	.253	.232
HOUSTON	.252	.243	.258	.237
SAN ANTONIO	.255	.252	.260	.228
LOS ANGELES				
ARIZONA				
PHOENIX	.280	.274	.281	.253
CALIFORNIA				
LOS ANGELES	.245	.238	.250	.218
SAN DIEGO	.251	.244	.254	.224
SAN FRANCISCO	.265	.266	.267	.245
NEVADA				
RENO	.276	.273	.276	.263

The House on Which Costs Are Reported is a detached 6-room home of 24,000 cubic feet volume. Living room, dining room, kitchen, and lavatory on first floor; 3 bedrooms and bath on second floor. Exterior is wide-board siding with brick and stucco as features of design.

The house is *not* completed ready for occupancy. It includes all fundamental structural elements, an attached 1-car garage, an unfinished cellar, an unfinished attic, a fireplace, essential heating, plumbing, and electric wiring equipment, and complete insulation. It does *not* include wall-paper nor other wall nor ceiling finish on interior plastered surfaces, lighting fixtures, refrigerators, water heaters, ranges, screens, weather stripping, nor shades.

Reported costs include, in addition to material and labor costs, compensation insurance, an allowance for contractor's overhead and transportation of materials, plus 10 per cent for builder's profit.

Reported costs do *not* include the cost of land nor of surveying the land, the cost of planting the lot, nor of providing walks and driveways; they do not include architect's fee, cost of building permit, financing charges, nor sales costs.

In figuring costs, current prices on the same building materials list are obtained every three months from the same dealers, and current wage rates are obtained from the same contractors and builders.

FANFARE MAKES A SUBDIVISION

in Seattle, excites construction of 42 owner-built houses. Two radio announcers turn realtors, sell lots.

SOME subdivisions have flourished unheralded because their prices have been especially attractive, their plots advantageously located or merely because they rode the wave of a building boom. View Ridge, a middle-priced subdivision seven miles from the heart of Seattle, bases its success on none of these naturals, but rather upon the continuous, exciting fanfare that has accompanied its development.

View Ridge was hatched in the depression darkened year of 1934 when Radio Announcers Albert Balch and Robert P. Jones set out in search of a likely place to build homes for their families. Idea of a subdivision came only after they discovered that 40 acres atop a foothill near Lake Washington could be purchased for a song. Pooling their ready money—$25 in all—they obtained an option from Landowner August Mehlborn who was deep in downtown business properties and anxious to part with this undeveloped tract just outside the city's northern limits.

Neither of the 34-year-old subdividers had had any real estate experience. Both had graduated from the University of Washington. Prior to joining radio station KOMO-KJR, Balch had been with a Seattle investment house, Jones with a small-town (Ellensburg, Wash.) newspaper. But somewhere these new-born realtors had picked up a batch of ideas that figured prominently in the development of their project. Before the 30-day option expired, they had subdivided and sold enough lots to make the necessary down payment on their 40-acre purchase. (The balance was paid before it came due with cash from the sale of other lots. Since then 20 more acres have been bought, an option obtained on an additional 60.)

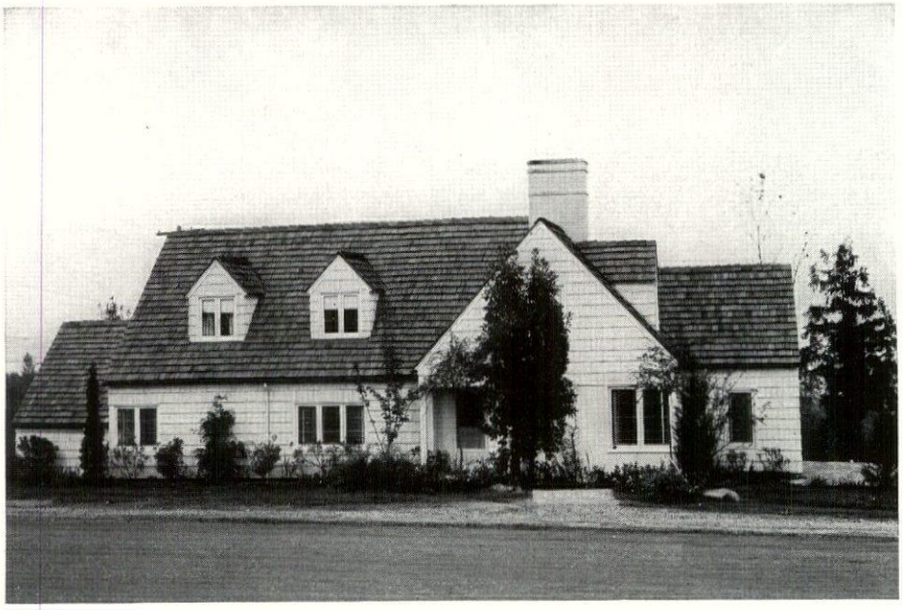
Record. Last month the View Ridge foster-fathers beamed upon the following record: 46 houses built, 18 under construction and 20 more in the blueprint stage. Of those completed, all but four have been owner-built, all have been sold. All houses under construction are also owner-built. Noteworthy in so large a subdivision is the fact that owner-built houses account for 94 per cent of the total. Reason for this unusual ratio is that the subdividers have confined themselves to selling lots (sales in April and May alone amounted to 39, brought the total of lots sold, but as yet vacant, to 100) and promoting the subdivision as a whole, have let contractors assume the risks for what little speculative building has been done.

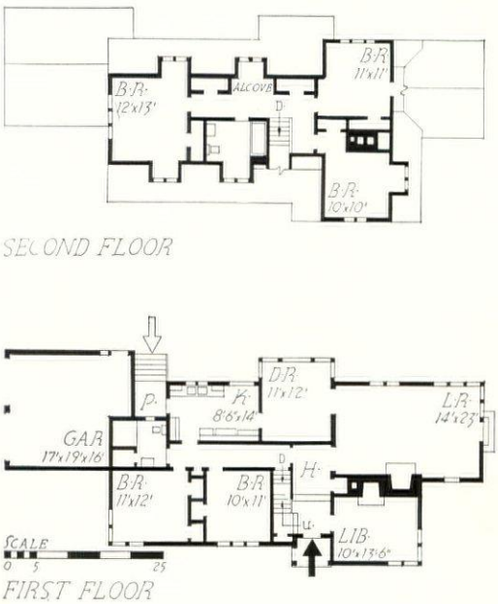
Land. Platting of View Ridge was unimaginative, reflecting perhaps the hasty development. Although some curved avenues were made to follow contours, bulk of the property was divided with a gridiron pattern. Most of the lots, however, were afforded a view of the lake and nearby mountains by virtue of the sloping terrain. Neither a shopping center nor a community center was provided, but two acres were set aside as a playground. Adjacent to the north is the semi-exclusive Sand Point Golf and Country Club; to the east, separating View Ridge from Lake Washington, is the Sand Point Naval Air Station whose zooming seaplanes are advertised as more of an attraction than a nuisance.

Few and flexible building restrictions were placed upon the subdivision. Houses in the lower portion, where lots sell for $450 to $650, must cost at least $4,500; in the upper section, where lots range from $650 to $950, the minimum cost limit was set at $6,000. Location of a house on a lot, its plan, design and size are all subject to the approval of Messrs. Balch and Jones who at last gave up their careers in radio to become full-fledged realtors.

Costs of View Ridge houses have varied between $5,950 and $19,000 (including lots), have been financed largely by mortgagees representing such prominent insurance companies at the New York Life, Prudential, Occidental, and Travelers, and by several local banks and savings and loan associations. Majority of mortgages bear interest at 5 per cent, run for fifteen or sixteen years and carry FHA insurance.

(Continued on page 86)



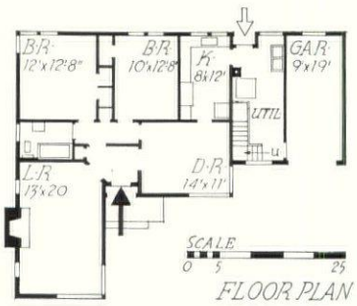


Most expensive and one of the first to be erected in View Ridge is the house of Subdivider Balch. Designed by Architects George Wellington Stoddard, Harrison John Overturf and DeWitt Griffin, it cost $15,500 exclusive of the lot (125 x 178 ft.) valued at $4,500. Its 35,000 cu. ft. cost about 43 cents each. Note the large areas of hand-split shingles which blend with the woody entourage.

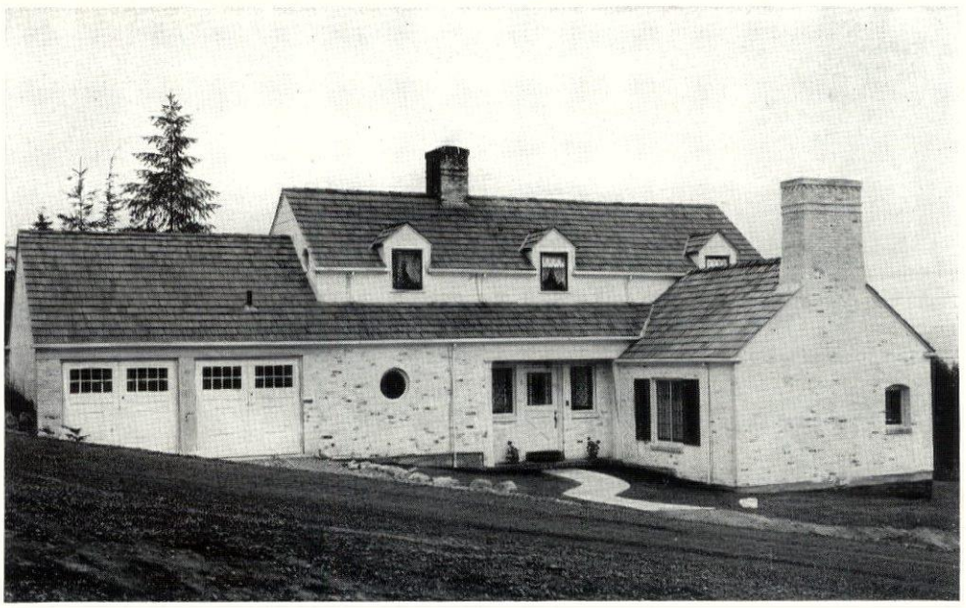
CONSTRUCTION OUTLINE

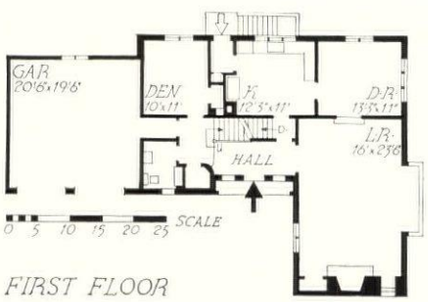
(HOUSE, PAGE 84)

FOUNDATION: Walls—poured, reenforced concrete. Waterproofing—hot tar on outside foundation walls; Armor coat on interior concrete walls, Armor Laboratories, Inc.
STRUCTURE: Exterior walls—hand-split cedar shakes, Drake Forest Products Corp., Sisalkraft paper, The Sisalkraft Co.; 3½ in. Uni-Fil insulation, Abestos Supply Co., between shiplap and ½ in. Fir-tex plaster base, Fir-tex Insulating Board Co., ½ in. sand plaster. Floor construction—shiplap diagonally laid over straight grain, kiln dried joists.
ROOF: Covered with hand-split cedar shakes, Drake Forest Products Co. All lumber from Weyerhaeuser Timber Co.
SHEET METAL WORK: Flashing, gutters and leaders—16 gauge copper, Chase Brass & Copper Co.
INSULATION: Outside walls (see structure). All ceilings—Fir-tex plaster base, Fir-tex Insulating Board Co. Attic floor—Uni-Fil poured on top, Asbestos Supply Co.; rock wool used in all spaces where fill insulation could not be used. Roof—Fir-tex board. Weatherstripping and thresholds—Chamberlin Metal Weather Strip Co.
WINDOWS: Sash—mill made, casement throughout. Glass—single strength, quality A. Pittsburgh Plate Glass Co. Screens—Nu-Roll for casement windows, Chamberlin Metal Weather Strip Co. Blinds—Venetian and regular, Columbia Mills, Inc.
FLOORS: Living room, bedrooms and halls—clear plain red oak, 13/16 in. Perfection Brand, Arkansas Oak Flooring Co. Kitchen and bathrooms—fir, covered with linoleum.
WALL COVERINGS: Living room, halls and kitchen—paint, Miller Paint Co. Bathrooms—Linowall.
WOODWORK: Trim, shelving and doors—select fir. Garage doors—Overhead Door Corp.
HARDWARE: Solid bronze, Russwin, Russell & Erwin Mfg. Co.
ELECTRICAL INSTALLATION: Wiring system—knob and tube. Switch—Harvey Hubbell, Inc.; Edwards & Co., Inc. chimes for front and rear doors.
KITCHEN EQUIPMENT: Range, refrigerator, garbage disposal, sink, dishwasher, cabinet, washing machine and driers—General Electric Co. Ventilators—West Wind fan, Western Blower Corp.
BATHROOM EQUIPMENT: All fixtures by Standard Sanitary Mfg. Co.
PLUMBING: Water pipes—Chase Brass & Copper Co. Soil pipes—cast iron.
HEATING AND AIR CONDITIONING: Arco air conditioner, filtering, humidifying, cooling and warming, American Radiator Co. Boiler—Arco Ideal oil burning with oil burner. Radiators—American Radiator Co. enclosed convectors; control switches—Detroit Lubricator Co. Valves—H. A. Thrush & Co. Humidistat and windowstat, J. Friez & Sons, Inc.; aquastat—Minneapolis-Honeywell Regulator Co. Fireplace heater—Heatilator Co.



FLOOR PLAN



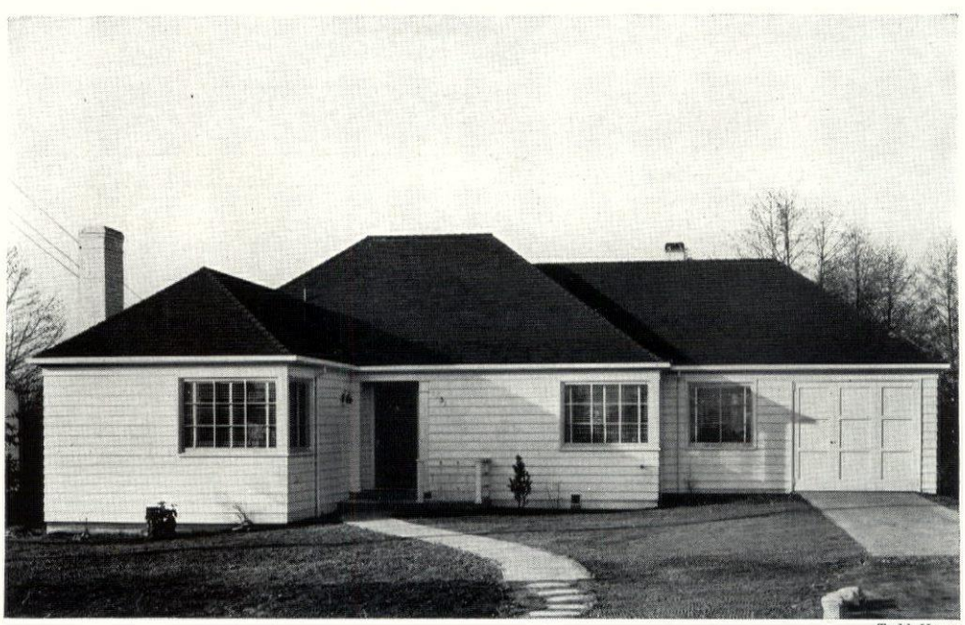


FIRST FLOOR



SECOND FLOOR

Representative of View Ridge residences in the middle-cost brackets is the house above. It illustrates the most popular size in the subdivision, cost $9,000, including lot. House (below) has been chosen from the lower-cost class. Sold at the price of $5,950, including a 75 x 135 ft. lot, it was paid for on the basis of $595 down and $47 per month. Architect Lowell Casey has handled admirably the planning of a one-story house without basement whose compact, central hall serves all living elements.



Todd Hazen

(Continued from page 84)

Although most of the lots have been sold for 20 to 33⅓ per cent down with the balance due in twelve to eighteen months, Balch and Jones are currently accepting smaller initial payments.

Publicity. Mainstay of the signal success of View Ridge is its effective, yet comparatively inexpensive publicity. Subdividers Balch and Jones have always and obviously been enthusiastic about their venture. They boost their project among their many friends, thus try to make View Ridge a topic of Seattle conversation. Such promotion had to serve as an initial interest-rouser until the partners could afford paid advertising. But, once the ball began to roll and the first lots were sold, they entered the newspapers, wherein the knack of getting free publicity on pages that held the society news played as important a part as regular advertising. Smartest program of the latter type was that undertaken in January, 1937 when a heavy snow fall prompted other Seattle realtors to reduce their advertising space. For several days View Ridge dominated real estate pages. Result: seven lots were sold while other realtors rested. Claim is that one of the seven was purchased by an energetic young couple who mushed out to the subdivision on skis.

The much-flaunted model home has had a tiresome reappearance at View Ridge, and the homes of Balch and Jones are always open to the public. Other more novel stunts: free picnics on the premises; payment of real estate board dues with a check written on a large cedar shingle; the mailing of plywood postal cards.

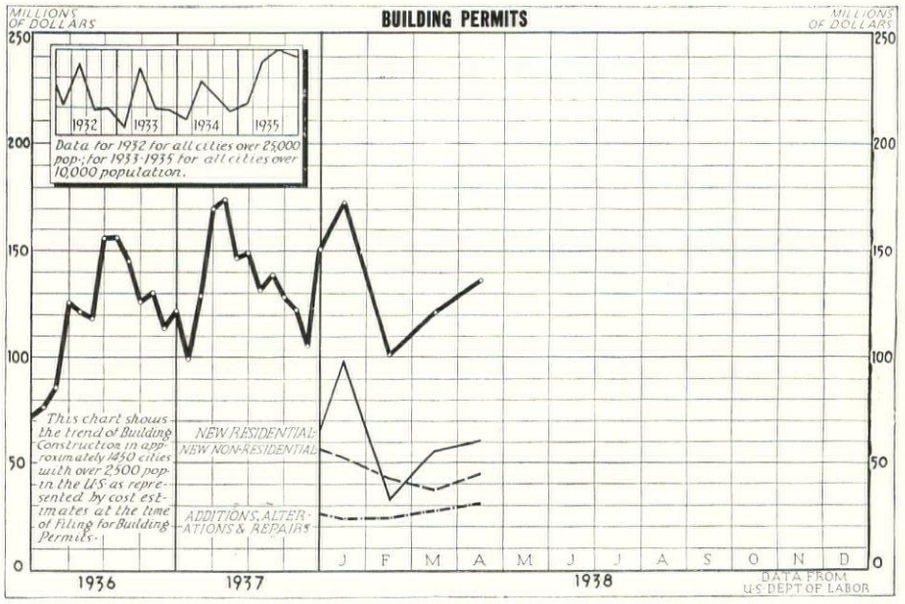
Motorists are directed to View Ridge by 150 small road signs posted by the Automobile Club of Washington along with its own.

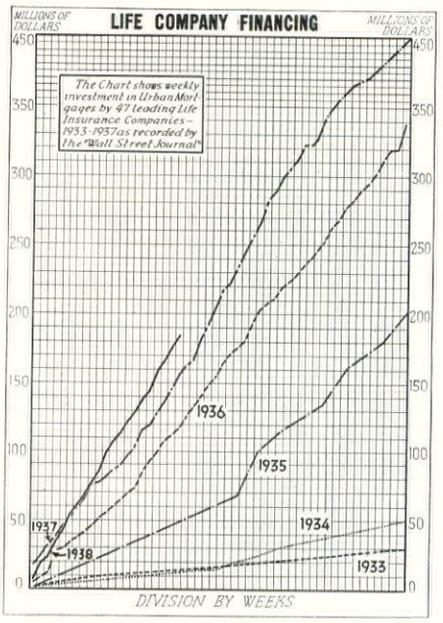
Widely used has been a publicity folder, usually a reprint of an article blandly indicating that "now is the time to build" and, of course, it was tacked on that View Ridge is the place in which to build. The promoters were quick to reproduce from the *Reader's Digest*, and send to their mailing list, Roy Wenzlick's "The Coming Boom in Real Estate," were equally quick to send out several bullish building reports by Economist Roger Babson. In all, some 75,000 folders have been showered upon Seattle's potential home owners; and there is no indication that this storm of publicity is over.

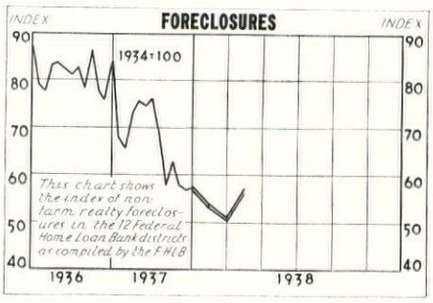
Reward for this aggressive publicity campaign is the position that View Ridge has attained among local developments. During 1937 a total of 41 houses was completed and sold—more than any other Seattle subdivision could boast. And, the $100,000 of construction now under way indicates that again this year View Ridge may head the list.

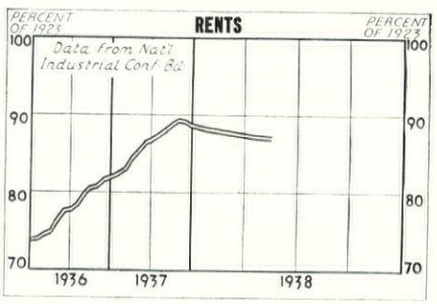
PERMITS, FORECLOSURES CLIMB

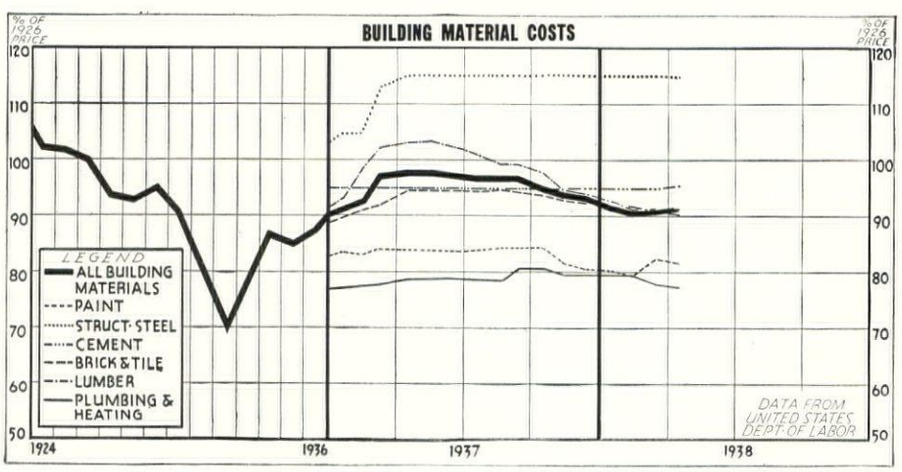
while material costs inch up, rents down. Life insurance financing breaks all records.













The new Ector County (Texas) Courthouse. Exterior is painted with "Outside" LUMINALL.
Architect: Elmer Withers, Ft. Worth; Gen. Contractor: Jas. T. Taylor, Ft. Worth; Paint Contractor: T. W. Carter.

Gives Architectural effect plus —
VERY DESIRABLE PRACTICAL QUALITIES



THERE is an architectural smartness to "Outside" LUMINALL—the new exterior masonry paint with the synthetic resin and casein binder. The white is *so* white! The colors are so effective!

Then the practical advantages . . . a film that keeps its life and does not flake or peel . . . may be applied on new or previously painted surfaces . . . one-coat coverage in most cases . . . excellent coverage per paste gallon . . . no wetting down walls before or curing after application.

"Outside" LUMINALL is made by the makers of "LUMINALL," which is the world's largest selling paste casein paint for interiors. Literature and generous samples are free to architects on request.

NATIONAL CHEMICAL & MANUFACTURING CO.
3617 S. May St., Chicago 25 Forrest St., Brooklyn, N.Y. NOT INC.
In Canada: Standard Paint & Varnish Co., Ltd., Windsor, Ont.

"OUTSIDE" LUMINALL
(PASTE PAINT)

A New and Better Paint for Exterior Masonry

Aids to attractive architecture!

Send for these new folders

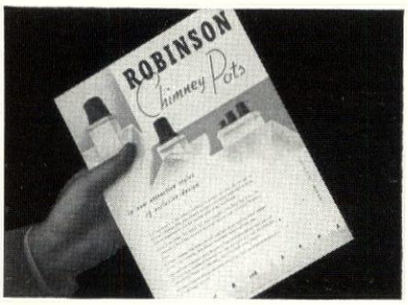


ROBINSON Lap-Lok Wall Coping

made of imperishable vitrified clay

An attractive and lasting coping for all brick, concrete, or stucco parapet walls. The reason for its distinctive appearance and durability is found in the ingenious end lap and side lock, available only in Robinson Lap-Lok Wall Coping.

Through its exclusive design, Lap-Lok eliminates the unsightly raised joints of ordinary wall coping. Made of vitrified, hard burned clay, it prevents erosion and disintegration of the joint, coping and wall, and at the same time enhances the beauty of homes, apartments, or business buildings of any design.



ROBINSON Chimney Pots

made in new and exclusive designs

These attractive chimney pots give that finished appearance to modern or period homes. They outmode the ordinary, obsolete types of chimney pots and provide a roof line in harmony with the rest of the house.

Robinson Chimney Pots are available in a variety of exclusive styles. All are made of selected clays . . . built to withstand excessive heat and wide changes in temperature. They fit over standard flue linings and materially improve the draft of the chimney.

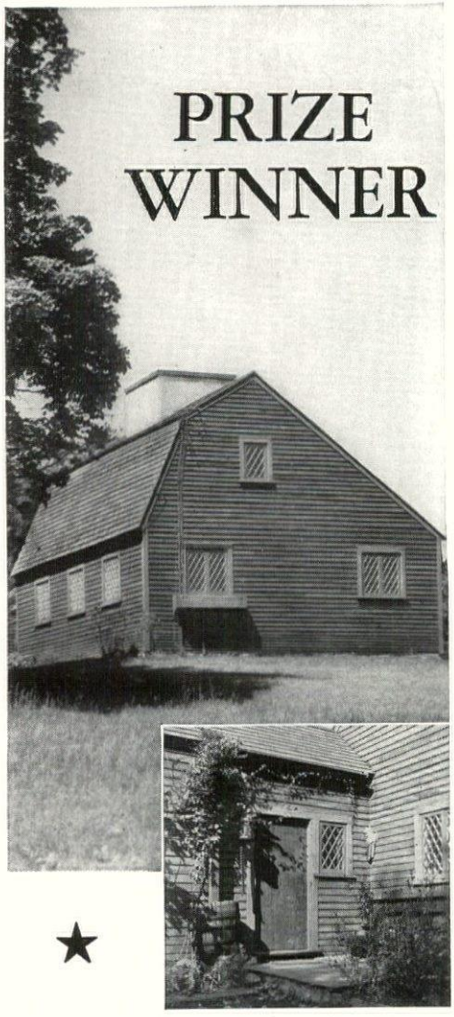
USE the Coupon

Complete information is contained in two fully-illustrated folders describing Robinson Lap-Lok Wall Coping and Robinson Chimney Pots. Prepared especially for architects' files, they contain valuable installation data, and will be sent without cost or obligation.

The Robinson Clay Product Company, Akron, O.
Please send me information and folders on Robinson Lap-Lok Wall Coping and Robinson Chimney Pots.

Name .....
Company .....
Street .....
City..... State.....

The ROBINSON Clay Product Company, Akron, O.



Cabot Stained house, Winchester, Mass., Prize Winner, House Beautiful's Tenth Annual Small House Competition. Architect: J. B. Foster.

A FAVORITE with leading architects for more than fifty years, Cabot's Stains—today as always—are adding their share of beauty to prize winning houses. . . . In addition to Cabot's Creosote Stains, we now offer a new line of Heavy-Bodied Stains for use where a more opaque, uniform appearance is desired. The new stains are especially valuable on old or weathered shingles. Write today for new booklet, *Stained Houses*. Samuel Cabot, Inc., 1274 Oliver Building, Boston, Mass.

Cabot's
Shingle Stains

Creosote Heavy-Bodied

MEZZANINE HOUSE

minimizes costs via elevated basement, living room.

MOST mental solutions to the lower-cost housing problem have been predicated upon reduced labor costs or savings through variations of mass production. Newsworthy, therefore, is the experiment in Monroe, Michigan, where the problem has been tackled from the design angle. The result: a so-called "mezzanine house," whose cost of $5,448 is claimed to be nearly $1,000 less than that of a comparable house of conventional design.

Mezzanine in this case means that due to an elevated cellar, the living room directly above occupies a half-way position with respect to the dining and bedroom floors. The idea belongs to Realtor-Contractor David E. Winkworth, for fifteen years a nurseryman in horticulturally famous Monroe. Forced into real estate when the growth of the city infringed upon his farm, he has latterly devoted himself to the construction of small houses. Year ago, as recovery began to recede, Builder Winkworth was forced to consider the cause of Building's letdown, what to do about it.

Unique solution on which he hit was the origination of a house that would require less material and labor than customary. Thus, Monroe soon beheld a trio of mezzanine houses, designed by Father Winkworth and Son James, Carnegie Tech student of industrial design. Built from one set of plans, the houses present nothing startling in exterior appearance, differ notably from conventional residences in three fundamental aspects: foundations, basement, and their four floor levels.

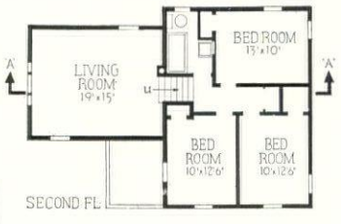
Design. Largest part of the mezzanine house is erected upon a reenforced concrete mat supported at points of stress by concrete block piers. Fashioned after Master Frank Lloyd Wright and laid at grade, this mat serves as the floor for all rooms on the ground level, thus does away with much excavation and all first floor joists.

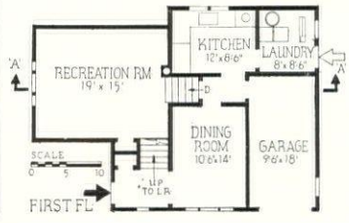
Only excavation required is for the combination recreation-furnace room, and then only to a depth of three and one half feet as half the basement is above grade. In addition to minimized excavation, resultant economies include: frame construction in lieu of masonry for half the basement walls, only six steps to ground level, and reduced height of chimney. The high basement also makes possible the use of large windows in an otherwise dark room.

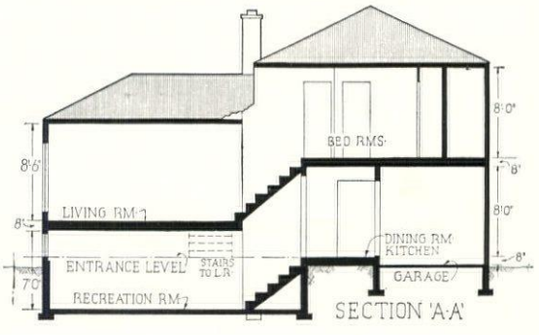
Costs. In a cost comparison prepared by Mr. Winkworth, estimable economies effected amount to $706.73. Largest single saving appears as $218.24 in concrete block, directly attributable to the shallow basement, in turn attributable to the mezzanine arrangement. However, close analysis of the actual construction sheets indicates that Builder Winkworth may be over-optimistic in the savings that he chalks up to this phase of his design. Equally significant are the economies gained by canny planning throughout. To wit: stairwalls were placed between necessary partitions, thus saving rails and spindles; short joists and studding kept down dimension material costs; a foreshortened driveway saved about $75.

Monroe homeseekers snapped up these houses in short order, made one more noteworthy economy comment: the houses are easily heated at a comparatively small expense. Thus Originator Winkworth considers his experiment a success, believes that further research in this direction should bring forth even better results.





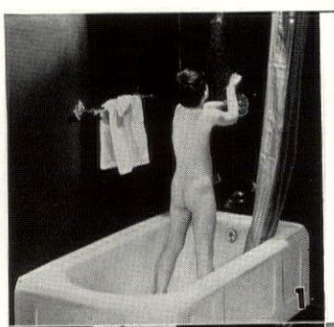




KOHLER'S COSMOPOLITAN BATH *is Safer... more practical... and makes a bathroom*



Functional design makes this *new* Kohler Bath roomier, safer, and at the same time more attractive. It's the ace item in a star-studded matched Kohler bathroom which includes the shelf-back Gramercy Lavatory and the *new*, quiet Bolton Closet. Your clients will immediately appreciate a bathroom which includes an up-to-the-minute Cosmopolitan Bath.



LOOK AT IT 3 WAYS!

1 ***WIDER, FLATTER BOTTOM*** for showering safety and increased bathing space.

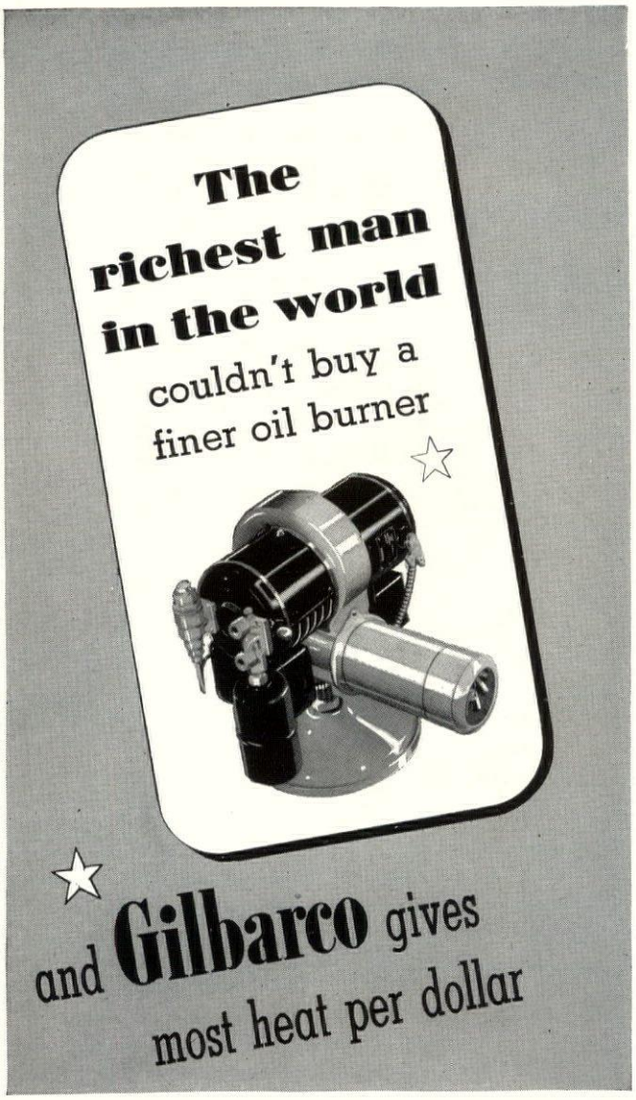
2 ***FLAT RIM*** can be used as seat. For the elderly and the very young. Foot-baths for all.

3 ***LOWER RIM*** for easier access. Vertical panels fade into the rim.



This new Kohler fixture is tomorrow's bath today. Graceful lines . . . one piece . . . panels which blend into the flat rim . . . sheer smoothness of surface . . . safety and roominess . . . wide range of sizes and colors . . . costs no more . . . these help make "Cosmopolitan" a name wise architects will long remember. Be one of them. Write for Catalog K and full information today. Kohler Co. *Founded 1873.* Kohler, Wisconsin.

KOHLER OF KOHLER
PLANNED PLUMBING AND HEATING



Any home-owner can afford a Gilbarco

Whatever you buy . . . whether it's an oil burner or an automobile . . . you have extra pleasure in owning a machine that's in a class by itself. With Gilbarco, you get a precision machine . . . unusually trouble-free and dependable. And it is so sturdily built that it's good for long years of efficient and economic service.

Yet with all its advantages, Gilbarco actually costs no more than the average *good* oil burner. Indeed, Gilbarco helps pay for itself in the long run—for it gives Most Heat Per Dollar.

Gilbarco's success has been phenomenal. Sales have been increasing rapidly every year. 1937 was the biggest year of all. There is good reason for this success. Gilbarco is backed by the largest and oldest manufacturer in the field of oil-heating and air-conditioning.

Leading engineers know all these facts. That is why so many of them have selected Gilbarcos for their own homes. You, too, in your home, can enjoy Gilbarco's advantages.

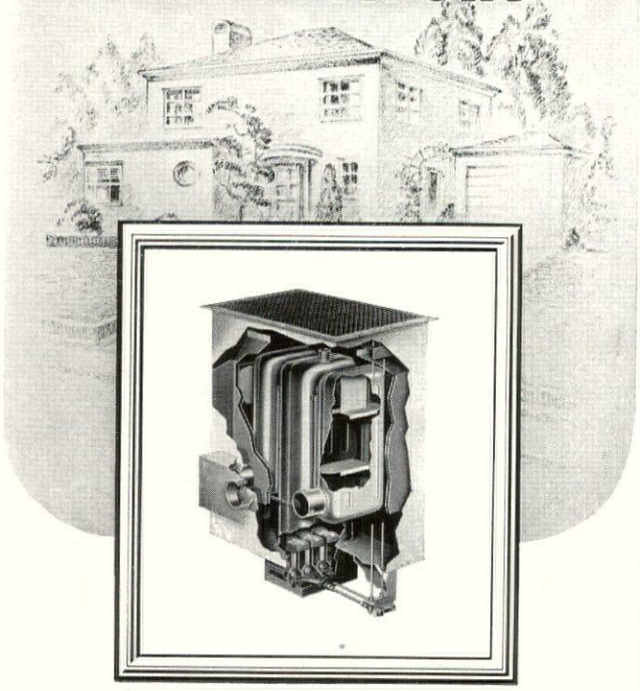
* * *

Phone your nearest Gilbarco dealer for further information. There is a Gilbarco Conversion Oil Burner, Boiler Unit (oil fired) or Warm Air Conditioning Unit to meet every heating requirement. If there isn't a Gilbarco dealer near you, write us direct and we'll send you the name of a dealer who will call at your convenience. We'll also send you—FREE—our booklet on OIL HEATING. Address Desk F-1006, Gilbert & Barker Mfg. Co., Springfield, Mass. (or Toronto, Canada).

DEALERS! For details of Gilbarco dealer plan, write us today.

GILBERT & BARKER MFG. CO.
SPRINGFIELD, MASS. **TORONTO, CANADA**

Picture
OF A SHORT CUT
TO COMFORT



The Payne gas-fired Floor Furnace provides the easiest and least expensive way to home comfort on the heating horizon.

This tremendously popular Payne product requires no basement. Yet it provides a generous supply of fresh, *circulating* warmth usually expected only from a basement unit. Installation is extremely simple.

The Payne Floor Furnace is vented. Excess moisture and stuffiness are out. "Cold spots" and drafts become a thing of the past. Comfort is complete.

In thousands upon thousands of homes the Payne Floor Furnace is proving that it is the most efficient and economical floor furnace ever built. It is a modern product of America's most modern furnace plant.

Payne has manufactured gas fired appliances exclusively for more than a quarter of a century

THE IDEAL FUEL
GAS

Payne

FURNACE & SUPPLY CO., INC.
BEVERLY HILLS, CALIFORNIA

FORUM OF EVENTS

(Continued from page 14)

AWARDS

Socrates T. Stathes, Washington architect, has been awarded the thirty-first annual Paris Prize for architecture of the Society of Beaux-Arts Architects. Placed second was Joseph Caponnetto of New York; third, Edward A. Moulthrop of Cleveland. Winner Stathes studied architecture at Catholic University until his graduation in 1933. He has since been an instructor at the University and has designed small dwellings and restaurant renovations.

Erling F. Iversen of Brooklyn, N. Y. has been awarded the Wm. Rutherford Mead Fellowship in architecture of the American Academy in Rome. First Honorable Mention was given to Raleigh T. Daniel of Washington, D. C., graduate of Catholic University in 1936. Mr. Iversen studied at Pratt Institute for three years, received his architectural degree at New York University in 1936, then took graduate work at Princeton University for half a year.

Edward M. Hicks has been awarded the Ion Lewis Traveling Scholarship in Architecture of the University of Oregon.

Robert C. May has been awarded the George G. Booth Traveling Fellowship in Architecture of the College of Architecture, University of Michigan. William A. Griffiths and Robert L. Morris placed second and third respectively.

SCHOOLS

Massachusetts Institute of Technology announces a summer program in City and Regional Planning sponsored jointly by the School of Architecture and the American Planning and Civic Association. The first series of lectures and discussions will start July 6, continue to July 15 and be devoted to basic planning principles. The second series will be devoted to planning administration and be given from July 18 to 22. The staff will consist of Frederick J. Adams, associate Professor of City Planning, and Flavel Shurtleff, Counsel to the American Planning and Civic Association.

Design Laboratory, 116 East 16th St., New York, N. Y., announces a summer session of eight weeks, July 5 to August 26. Courses include work in Materials Laboratory, Drafting, Industrial Science and Design.

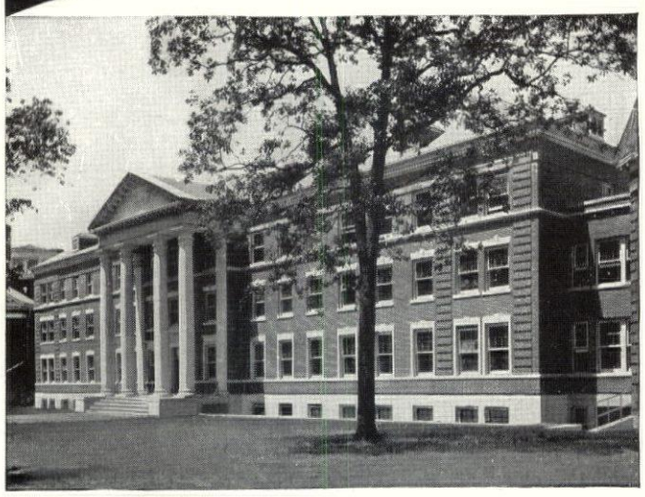
Wallace K. Harrison, one of famed Rockefeller Center's architects, has been appointed Associate Professor of Architectural Design at Yale University School of the Fine Arts. William Parsons of Chicago has also been added to the faculty to extend the scope of town planning. To provide a continuity of criticism, Max Abramovitz, formerly a design critic at both Columbia University and New York University has been appointed.

The Department of Architecture of the Agricultural and Mechanical College of Texas announces a six weeks tour to Mexico for students interested in the study of the arts and architecture of Mexico. Travel will be by means of a chartered bus, leaving July 18, returning August 27.

COMPETITIONS

Prompted by the success of its 1937 contest, the Barre Granite Assn., Inc., Barre, Vermont, has this year increased to $1,500 the prizes in its second Design Competition for a Cemetery Memorial of Moderate Cost. Each design submitted will participate in three distinct judgments with three distinct sets of prizes. The competition is open to all architects, designers, draftsmen, artists and art students with the exception of employes of any member of the Barre Granite Assn. A Book of Rules and Information for the competition will be mailed upon request.

For Window Glass



ALTON STATE HOSPITAL, *Alton, Ill.*
Architect:
Dept. of Public Works, State of Illinois

SPECIFY

Clearlite
SHEET GLASS
A QUALITY

EASY ON THE EYES

BUY WINDOW GLASS MADE IN U. S. A.

For this hospital as for hundreds of other public buildings, Clearlite Quality Glass is specified because of unusual clearness, uniform thickness, brilliant lustre and fine quality.

For any purpose, specify Clearlite and feel secure in complete satisfaction for the owner.

FOURCO GLASS CO.
CLARKSBURG, W. VA.
Branch Sales Offices: NEW YORK • CHICAGO • FT. SMITH, ARK.

DEVELOPED FOR THE LOW PRICED HOUSING PROGRAM

A Welded Steel Boiler for Automatic Firing



The **KOVEN**

WATERFILM BOILER

Answering the Architects' Demand

PRICED RIGHT . . .
putting it within the reach of every small home owner.

QUICK HEAT . . .
embodies the same quick heating features as the KOVEN WATERFILM DE LUXE BOILER.

FINEST CONSTRUCTION . . .
THE USUAL KOVEN HIGH QUALITY

EASY TO INSTALL . . .
because boiler itself is complete with insulation and jacket in place.

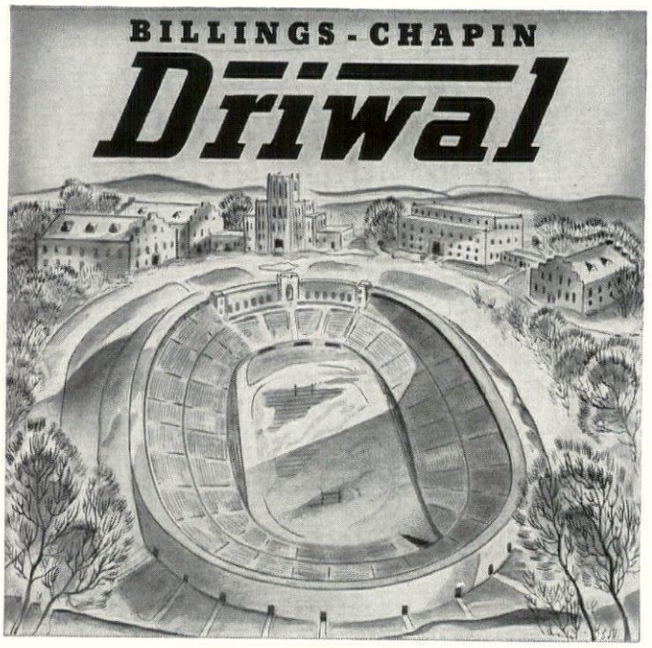
because the base is a separate unit, it is adjustable for firing from any side by all types of automatic firing.

And its big talking point is its FIRST LOW COST PLUS ITS LOW OPERATING COST.

Send for complete descriptive literature.



WATERFILM BOILERS, INC.
154 Ogden Ave. Jersey City, N. J.



For Waterproofing and Weatherproofing Masonry

Billings-Chapin Clear Driwal is unusually effective in combating disintegration, particularly during cold weather, on many of the more porous masonry surfaces. It impregnates the pores with a colorless, insoluble preservative that makes them fully water repellent. As a result, moisture cannot enter, freeze and cause premature cracking or crumbling.

Clear Driwal is also remarkably efficient for dampproofing, stainproofing and dirt-proofing concrete. By closing the surface pores it prevents the entrance of staining agents or dirt. This insures a clean, uniform appearance which permits the surface to grow old gracefully.

Furthermore, Clear Driwal does *not* lay a surface film that darkens or alters the natural color and texture of the material.

Protection from destructive winter weather and preservation of natural beauty are two excellent reasons for the widespread use of Clear Driwal on concrete structures for more than a quarter century. It is equally effective on newly cleaned buildings. See our listing in Sweet's Catalog. Further information will be sent upon request.



THE BILLINGS-CHAPIN CO.
Boston • Cleveland • New York

Driwal

THE 25-YEAR OLD PROVEN METHOD
FOR STAINPROOFING AND DAMPPROOFING
STONE, BRICK, CONCRETE AND STUCCO

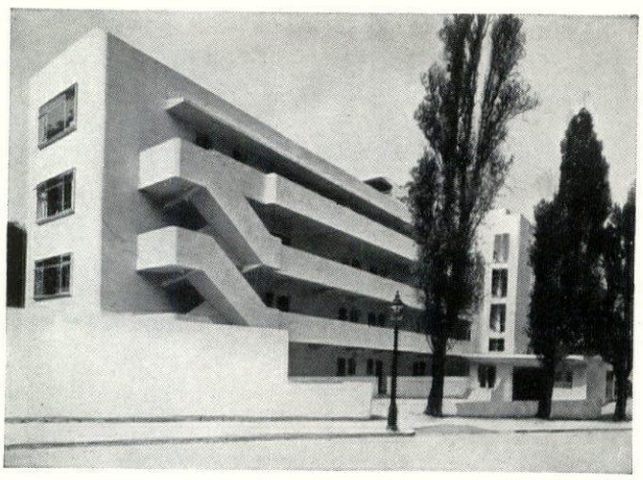
BOOKS

(Continued from page 26)

THE MODERN FLAT, by F. R. S. Yorke and Frederick Gibberd. The Architectural Press, London. 198 pp., illustrated with photographs and plans. 9 x 11½. $8.50.

"The flat has produced a building type peculiar to our own era; without precedent in the architecture of the past . . . We do not suggest that a home in a tall building, that exactly fits a site cleared for it in an already built-up area, is the ultimate ideal. But we do believe the approach to the design of flat dwellings . . . has advanced considerably, and that if present-day building technique were in itself sufficient, the perfect home could be achieved.

"We are making this book because we believe that we shall want to live in a tall building in a park, with common amenities, air, and a view; and that the problem of housing cannot be solved by the provision of millions of little cottages scattered over the face of the country, whether in the garden city manner, or as speculatively built stragglers."



FLATS AT HAMPSTEAD. WELLS COATES, ARCHITECT

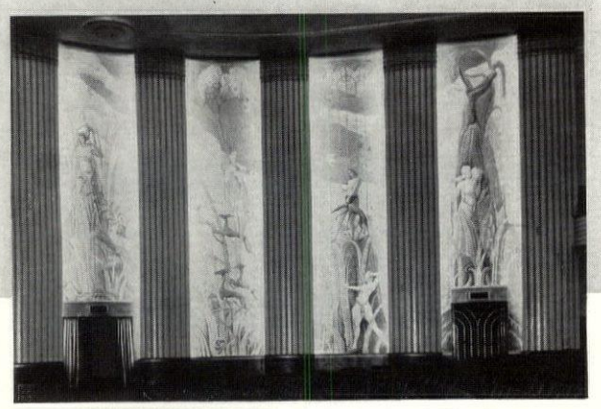
On this clearly stated thesis "The Modern Flat" is based, and its illustrative material consequently falls into two parts. The main portion of the book deals with the most advanced executed examples of apartment house design, and a smaller section at the end shows a number of projects, such as Le Corbusier's Ville Radieuse, based on the placing of tall buildings in open park areas.

Both in format and content the book is excellent. Photographs of uniformly high quality are reproduced at a size which makes possible a study of detail. Information on construction, equipment, accommodations, and cost is given in most instances, and plans are frequently supplemented by structural details and sections. The countries represented take in most of Europe. Of particular interest and excellence are the buildings by the younger English architects, which for number and quality equal anything being done today. "The Modern Flat" is fully up to the high standard set by Mr. Yorke's previous works, "The Modern House" and "The Modern House in England," and the three books considered together form what is probably the best available reference work on modern domestic architecture.

As a service to interested readers, The Architectural Forum *will undertake to order copies of foreign books or others not conveniently obtainable locally, which have been reviewed in this department. Checks and money orders to be made payable to* The Architectural Forum.

THE MOST ADAPTABLE FORM...

in which color can be applied



Criterion Theatre, New York, finished with Mural-tone

When selecting, or creating, color schemes, please bear in mind that the 16 Positive Colors and the 10 Pastel Tints of MURAL-TONE Casein Paint offer you a palette to gladden the eye of every lover of color.

Formal dining rooms, cheerful sun-rooms, feminine boudoirs, mellow living rooms, restful bedrooms . . . all depend on color. MURAL-TONE Casein Paint gives you richness of tone, freedom from gloss or glare, and ease of intermixing and application. It has qualified for use under the most exacting conditions.

MURAL-TONE can be used on practically every type of surface. Practically any finish can be applied over it. It is cleaned with a damp rag. It dries in 40 minutes. One coat covers and hides on most surfaces.

Cuts decorating costs at least 25%

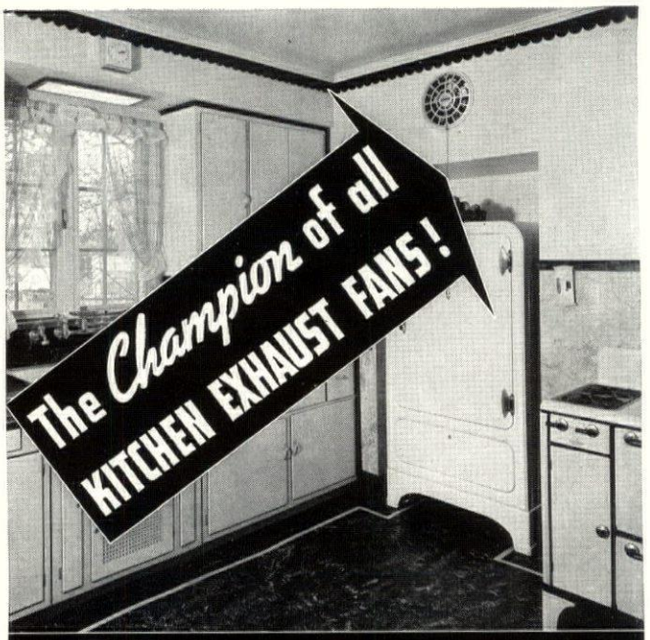
Four years experience proves that the use of MURAL-TONE reduces painting costs at least 25%. Time, labor and material are saved. Good reasons why it is preferred for industrial, commercial, institutional, and residential work. MURAL-TONE is well worth investigation. The Muralo Company, Inc., (Founded 1894), 574 Richmond Terrace, Staten Island, New York. Branches: Atlanta — Boston — Chicago — San Francisco — Los Angeles.



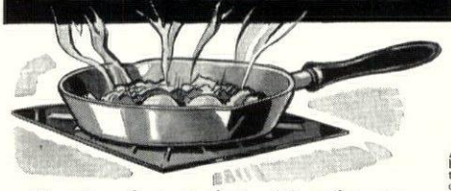
mural-tone

The Money-Saving Wall Paint in the Orange Can

CASEIN WALL PAINT



VICTOR *In-Bilt* VENTILATORS

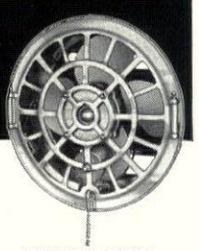


Here's a feature that will make any home sell easier. A Victor In-Bilt in the kitchen tells your prospect that your home will always be free of cooking odors, greasy fumes and smoke. What's more, Victor Ventilators can be used in bathrooms, recreation rooms, bedrooms and laundry rooms to keep the air fresh and make the home thoroughly comfortable.

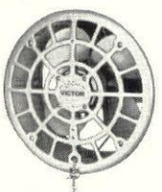
The Only Complete Line!

Victor offers a really complete line—three attractive models to fit any size house or apartment and any type of construction. Such outstanding features as automatic operation, weather-tight shutters and super-powered motors are included in every Victor Ventilator. Get the facts about Victor's quality-built, trouble-free Ventilators—mail the coupon now!

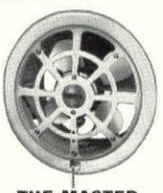
SEE OUR CATALOG IN SWEET'S



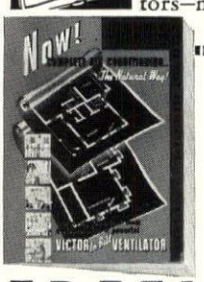
THE DE LUXE
A powerful exhaust fan for large kitchens—features three-speed control, easy cleaning and special quiet blades.



THE STANDARD
Ideal for average size home, easy to install even over cabinets or where wall space is limited. Excellent forrecreation rooms too!



THE MASTER
Forsmall kitchens and apartments or where price counts, it's the Master! Also, the perfect ventilator for bathrooms and laundry rooms!



FREE!

VICTOR ELECTRIC PRODUCTS, INC.
738 Reading Road, Cincinnati, Ohio

Rush us a free copy of your Ventilation Data Book showing your complete line of Victor In-Bilt Ventilators.

Name.....

Address.....

City..... State .....

Please indicate whether you are Architect, Builder, Elec. Contractor or Owner .....

DOUBLE GLAZING

A New Feature of

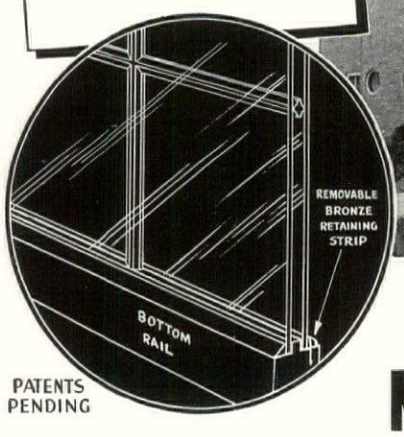
NON-STICK WINDOWS

Available Through Certain N.S.W.Co. Jobbers

A Gas-Heated Home

A Prominent Heating Engineer Endorses Non-Stick Double-Glazed Windows:

"In thirteen years of living in various parts of New York State, this is the first comfortable home I have had, and at the lowest cost for heating."





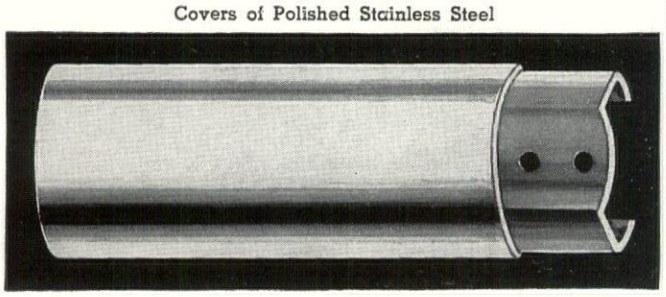
For years the Non-Stick Window—the original double-hung unit window, designed without sash weights and equipped with one-piece metal jambs—has been gaining widespread popularity because of its easy operation, weather tightness and appearance. Now, in the added feature of double glazing, comes a further contribution to economical heating and year-'round comfort, plus the outstanding appeal of easy washing made possible by the muntin bars, when used, being placed between the two panes of glass.

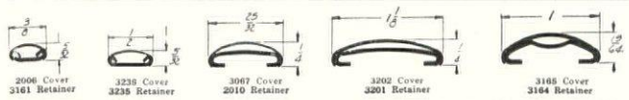
Write for Further Particulars

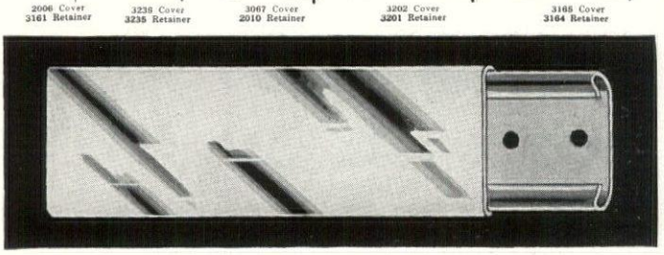
N. S. W. COMPANY 2137 Gratiot Ave., DETROIT - MICHIGAN

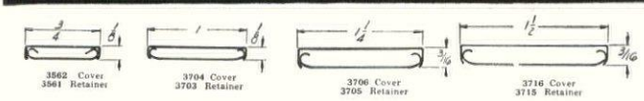
SNAP-ON MOULDINGS

Covers of Polished Stainless Steel









Available in widths from 3/8" to 1½". Easily applied by nailing retainer in place and snapping on the cover.

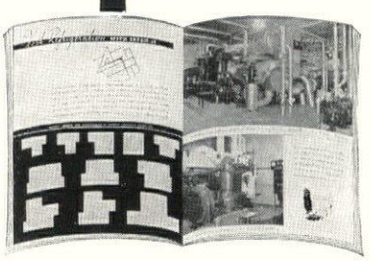
Write for Catalog

Illustrates many types of decorative metal mouldings, with hundreds of sectional views—colored insert mouldings, with HerZim filler, linoleum and beading; wallboard and wall-tile mouldings; aluminum cove mouldings and stair nosings; linoleum edging, angles and tees. Get your copy at once.

HERRON-ZIMMERS MOULDING CO.

3904 E. Outer Drive Detroit, Mich.

DO YOU HAVE THIS BOOK IN YOUR FILES?



It covers all phases of Air Conditioning . . . answers the many questions that arise in the mind of Architect and Specification Writer. For instance . . . How much floor area is required for a 200 ton Condensing System? Should a York Economizer be specified? How it is possible to operate at varying capacities to meet changing loads and save power? These and many other questions are answered in this 36 page free book. York Ice Machinery Corporation, York, Pa. Headquarters Branches and Distributors Throughout the World.

IT'S FREE... USE THE COUPON

YORK ICE MACHINERY CORPORATION, YORK, PENNSYLVANIA

Please send me a copy of "Air Conditioning by York."

Name.....

Street and Number.....

City .....State AF-7

YORK *Headquarters for Mechanical Cooling since 1885*

REFRIGERATION AIR CONDITIONING

To all architects who entered the

ALL-GAS HOME DESIGNING COMPETITION

—our sincere thanks

and congratulations on the splendid designs you submitted.

Your gratifying response to this Home Competition indicates a keen appreciation of the suitability of modern gas appliances to modern standards of living — and of the exclusive advantages of gas as a fuel.

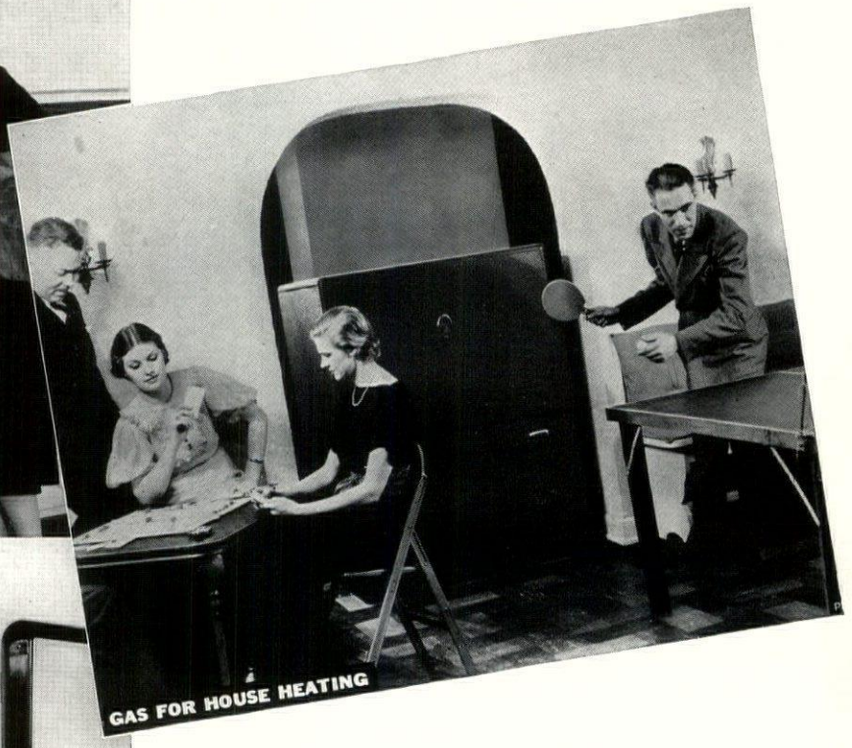
We are confident that the erection of All-Gas Homes throughout the country will demonstrate to millions of home-owners, and *future* home-owners, that GAS FOR THE 4 BIG JOBS means the utmost in comfort, convenience, and economy.

AMERICAN GAS ASSOCIATION

. . . AND A REMINDER



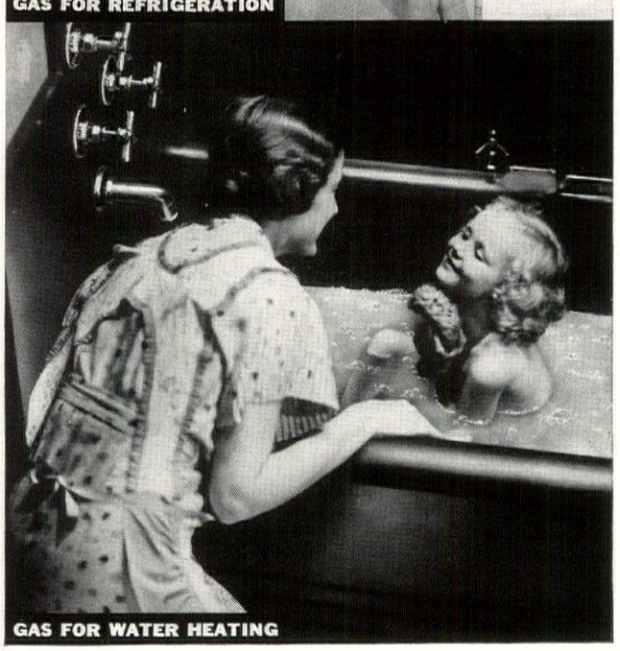
GAS FOR COOKING



GAS FOR HOUSE HEATING



GAS FOR REFRIGERATION



GAS FOR WATER HEATING

GAS FOR THE 4 BIG JOBS brings new freedom in home-planning

MODERN in appearance, brilliant in performance . . . today's gas ranges, refrigerators, and heating equipment are designed to make the most of gas fuel which is perfectly suited to handle *all 4 Big Jobs* dependably and economically.

The absence of complicated mechanisms and delicate parts makes gas equipment cost less to buy . . . to install . . . to maintain. Gas rates are lower than ever. Gas appliances are more efficient than ever. Operating costs are lowest in history!

No other fuel gives the architect such a free hand in planning livable, *salable* homes. And no other fuel assures the home-owner such lasting comfort . . . such complete *freedom* from household cares.

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

Now enter the $10,000 ALL-GAS HOME BUILDING COMPETITION

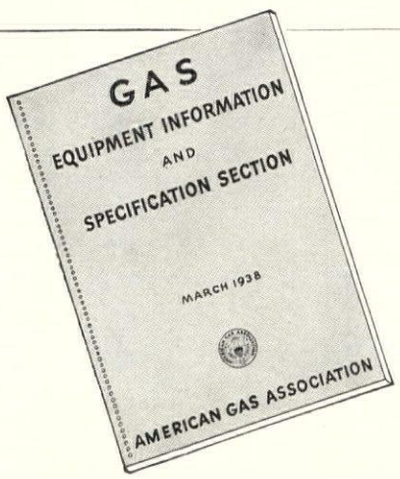
FOR BUILDERS AND THEIR ARCHITECTS

Closing July 1, 1939

Although the competition for designing All-Gas Homes is now over, there's still plenty of time to enter a winner in the All-Gas Home Building Competition.

This competition is open to builders and their architects who shall, before July 1, 1939, complete the building of one or more houses utilizing "Gas for the 4 big jobs"—cooking, refrigeration, house-heating and water-heating.

Prizes for the best houses selected in this competition will be awarded to the builders of the houses and to the architects responsible for their design.



Every contestant should have this FREE information

Contains details and specifications on gas appliances for the All-Gas Home Competition for Architects and Builders.

MAIL COUPON NOW!

for full details of the $10,000 All-Gas Home Building Competition

COMPETITION DIRECTOR
AMERICAN GAS ASSOCIATION
420 Lexington Ave., New York City

Date_____

Last Name_____ First Name_____ State_____
(*Please print*)

Address_____ City_____

I wish to enter the A.G.A. Builders' and Architects' Competition

I am an Architect_____ Designer_____ Builder_____

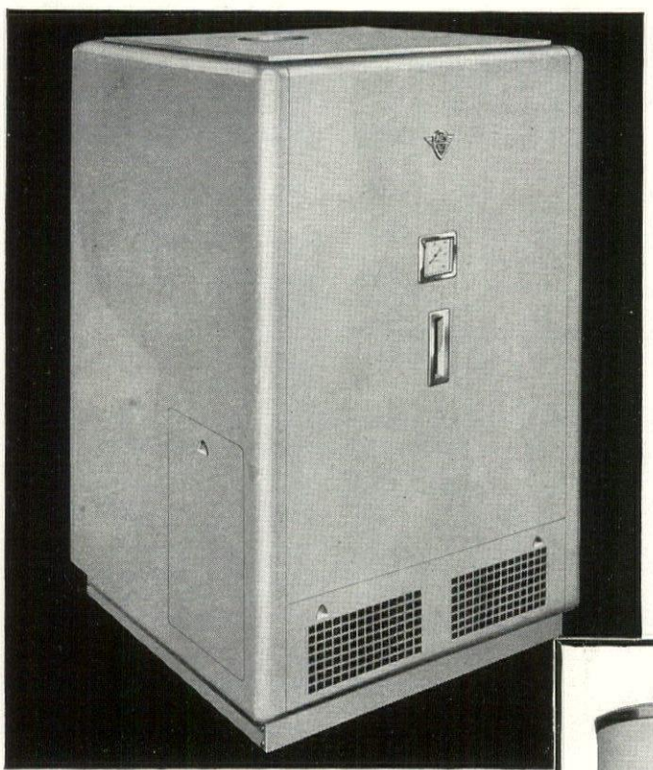
Town Planner_____ Engineer_____ Draftsman_____

Kindly forward complete details as checked above.

_____
Signature

A. F. 3

MORE "ALL-GAS HOME" WINNERS SPECIFY AGP GAS HEAT AND HOT WATER...*than any other make!*



Out of 24 prize winning homes in the great AGA $10,000.00 "All-Gas Home" contest, **AGP** GAS HEATING WAS SPECIFIED FOR 8 HOMES AND **AGP** GAS WATER HEATING FOR 14!

This is an everlasting tribute to **AGP.** It is an unbiased endorsement by architects — men who know home equipment and choose it strictly on merits. It reflects the quality, sound engineering and beauty built into **AGP** GAS-FIRED Equipment.

For many years **AGP** has led the field with pacesetting standards on every product. Better design... better performance... better controls — those are the keynotes of **AGP** GAS-FIRED Equipment.

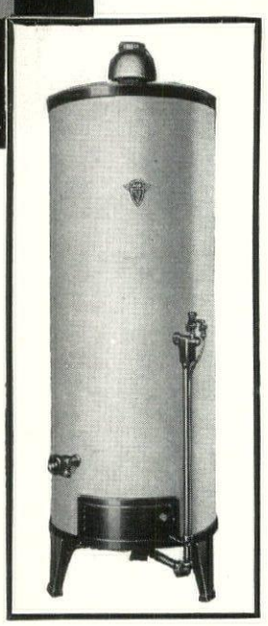
The **AGP** Line includes GAS-FIRED Boilers, Air Conditioners, Furnaces, Storage Water Heaters, Convertors and many other products to meet every need.

YOU CAN SPECIFY **AGP** GAS-FIRED PRODUCTS WITH CONFIDENCE.

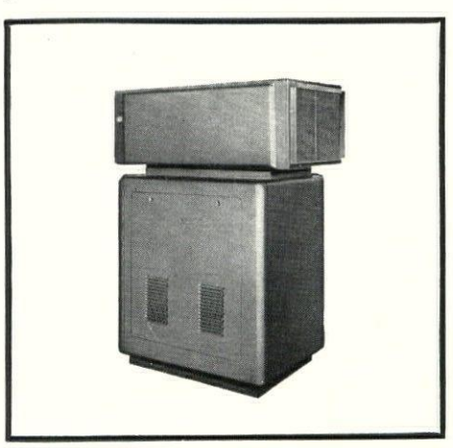
AMERICAN GAS PRODUCTS CORPORATION
DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION
40 WEST 40TH STREET · NEW YORK, N.Y.

(*Above*) **AGP EMPIRE IDEAL** — the world's most beautiful Gas Boiler. Completely automatic. Available in a full range of sizes to meet every need.

(*Right*) **AGP STORAGE WATER HEATERS** — Automatically heat and store hot water. 3 types covering every price range. In sizes from 15 to 75 gals. Tanks of copper bearing steel, galvanized or new rust-proof Arcoloy.



(*Below*) **AGP TYPE 2-FE AIR CONDITIONER** — Provides complete winter air conditioning. Heats, humidifies, filters and circulates air. Based on the efficient counterflow principle. Modern jacket finished in smart "Empire" gunmetal enamel.



AGP
AMERICAN GAS PRODUCTS CORP.
DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORP.
NEW YORK N.Y.

Approved by American Gas Association Laboratory.

WORLD'S LEADING MANUFACTURER OF
GAS-FIRED EQUIPMENT
FOR HEATING, HOT WATER AND AIR CONDITIONING

Heating Independence Declared

IN "ALL-GAS" HOME

WITH *Bryant* PERSONALIZED HEATING



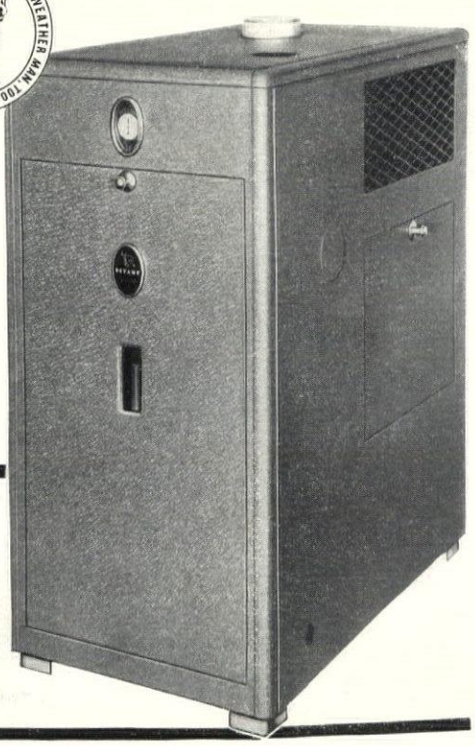
No slavery to a furnace in America's Number One "All-Gas" Home! For complete heating independence, Mr. R. G. Bent of West Hartford, Conn. chose gas heat — with a Bryant Boiler. Outdoors the temperature may rise or fall . . . but indoors, Mr. Bent knows that with Bryant equipment he will have uniform, comfortable, healthful heat, automatically regulated to suit his family's personal desires.



★ ★

For every residential, commercial, or industrial heating requirement, you can safely specify "Bryant." In this most complete line, developed from thirty years of experience in gas heating exclusively, Bryant can supply you with boilers, forced or gravity warm air furnaces, unit heaters, and complete winter air conditioning systems. Ask your local Bryant dealer or distributor, or your gas company, for detailed information. And, for reference purposes, send for your copy of the Bryant Architects' Data File.

★ ★



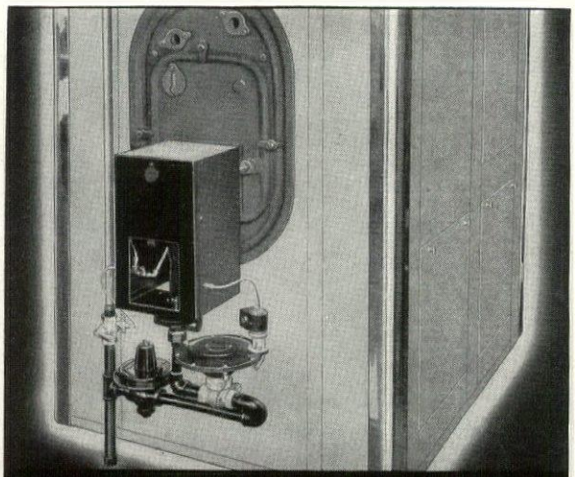
THE BRYANT HEATER COMPANY

17825 ST. CLAIR AVENUE

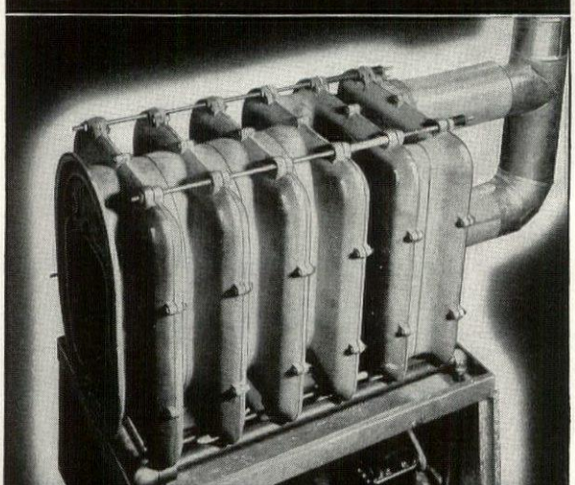
CLEVELAND • • OHIO

HOLLAND GAS FURNACE AIR CONDITIONER

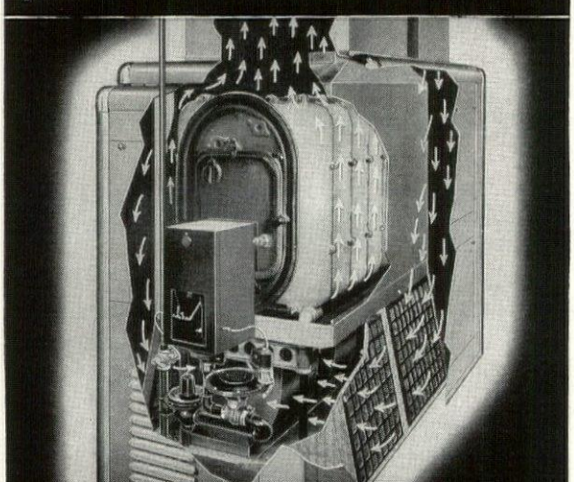
Sets Record Pace in Economy!



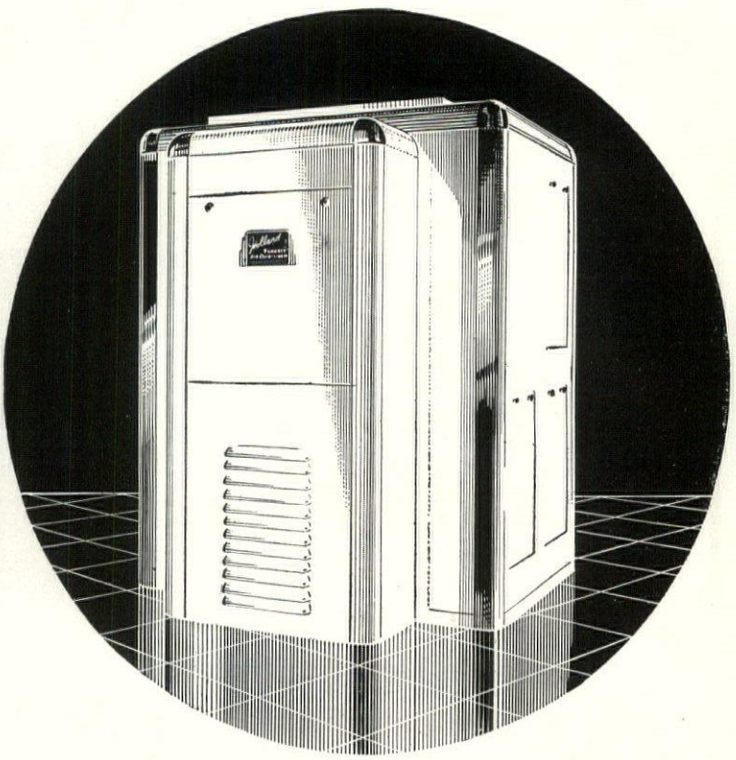
New IMPROVED BURNER



New HEAT STORING UNIT



New AIR CIRCULATING UNIT



Compact, Self Contained Unit Shows Exceptional Combustion Efficiency

● Truly sensational combustion efficiency with gas fuel has been shown by the Holland Automatic Furnace Air-Conditioner in a series of grueling tests which started over a year ago. Both in the laboratory and in numerous home installations it has proved sufficiently economical to make a decided reduction in fuel costs. This should prove of particular interest to builders who still have ample time to enter homes in the A.G.A. "All-Gas Homes" contest and to architects who may have occasion to plan such homes. Mail the coupon for detailed information.

HOLLAND FURNACE COMPANY
HOLLAND, MICHIGAN

World's Largest Installers of Home Heating and Air Conditioning Systems

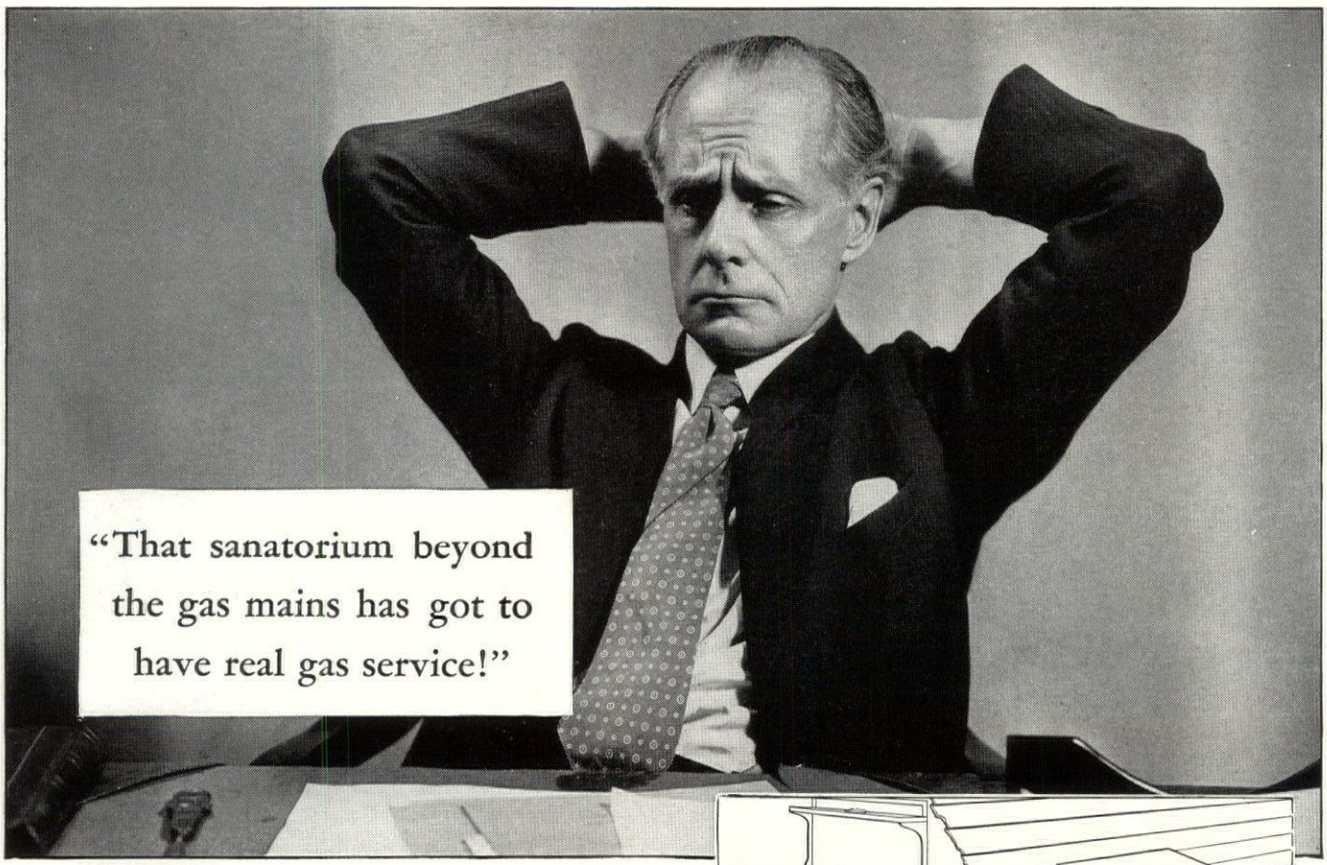
HOLLAND FURNACE CO., Dept. AF-7, Holland, Mich.
Please mail information on subjects checked below:

- ☐ New Gas-Furnace Air Conditioner
- ☐ Oil Burners
- ☐ Coal Burning Heating and Air Conditioning Systems
- ☐ Automatic Coal Burner
- ☐ Have Engineer Call
- ☐ Oil-Furnace Air Conditioner

Name.....

Address.....

City.....*State*.....



That's Simple . . .
Merely Specify "PYROFAX" GAS

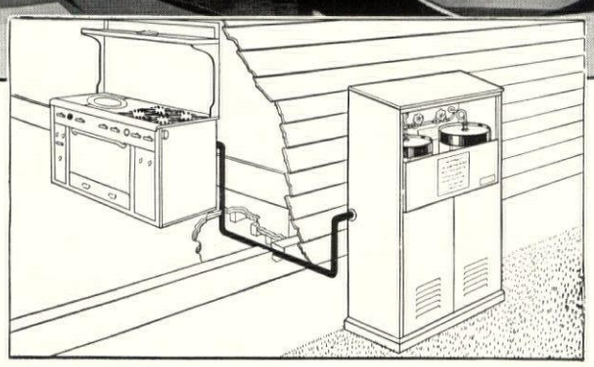
Today an impressive and steadily-growing list of Sanatoriums, Hospitals, Hotels, Country Clubs and Restaurants—all located beyond gas mains—are using "PYROFAX" Gas. They *know* their costs to the fraction of a cent...are daily *proving* that "PYROFAX" Gas is economical and practical for large-scale cooking, refrigeration and hot water service. In fact "PYROFAX" Gas offers all the advantages of city gas beyond the gas mains. That's why it will pay you to get all the facts on "PYROFAX" Gas.

"PYROFAX" Gas is real gas, not a liquid fuel. When burned, one pound produces 21,250 B.t.u's...approximately 6¼ times as many heat units as are produced by one K.W. of electricity.

It is not too much to say that the architect who specifies "PYROFAX" Gas Service will earn, through the years, the unfailing praise of clients who demand the utmost in modern convenience, economy and comfort beyond the gas mains. See Sweet's Catalog (28/65) for "PYROFAX" Gas Service specification data.

THE EQUIPMENT

The "PYROFAX" Gas reserve cylinder system consists of a sturdy steel housing which encloses the pressure reducing regulator and two cylinders of gas—one for use, the other for reserve (large-scale systems have provision for as many as 24 cylinders). "PYROFAX" Gas Equipment is placed outside the building. Then the gas passes from the cylinder in use through the regulating device which reduces the pressure to six ounces (same as city gas); thence to appliances in the cooking quarters. Should city gas later become available, the same appliances and piping can be used.



This diagram illustrates the basic simplicity of the "PYROFAX" Gas installation. Two types of equipment are provided. In Type "A," as shown in sketch above, the cylinders are enclosed in cabinet. Type "T" Equipment does not enclose the cylinders.

DEPENDABLE DELIVERY

The "PYROFAX" Division of Carbide and Carbon Chemicals Corporation maintains the largest stocks of bottled gas in cylinders in the world. A chain of over 300 local distributing stations assures "PYROFAX" Gas users of prompt, courteous and reliable delivery service by trained operators. "PYROFAX" Gas users get gas *when they want it!*

PYROFAX

TRADE-MARK

DEPENDABLE GAS SERVICE
COOKS · HEATS WATER · MAKES ICE
BEYOND THE GAS MAINS

CARBIDE AND CARBON CHEMICALS CORPORATION

PYROFAX DIVISION,
30 East 42nd Street, New York, N. Y.

Please send me, FREE, fact-books on the use of "PYROFAX" Gas.

NAME_____

ADDRESS_____

Magic Chef Ranges in 7 of 8

RESULTS OF A. G. A. ARCHITECTURAL COMPETITION DEMONSTRATE AMERICAN STOVE COMPANY'S OUTSTANDING LEADERSHIP IN GAS RANGES

SEVEN firsts, six seconds, five thirds—18 of the 24 prize winning architects specify Magic Chef ranges for their All-Gas homes.

An overwhelming victory for Magic Chef and a measure of its commanding supremacy in design, quality, and performance! In the verdict also is a reflection of the great public preference for Magic Chef.

In half a century of building fine gas ranges, American Stove Company has invested millions in product research and educational effort to develop and sell better stoves and to acquaint the public with the superior value of gas as a cooking fuel.

Magic Chef is and has always been a super-quality range. When you want the finest, or the best at modest price, you can confidently specify Magic Chef as the outstanding value for the money.



GAS IS YOUR QUICK, CLEAN,

First Prize All-Gas Homes



HERE IS WHY MAGIC CHEF IS PREFERRED BY PRIZE WINNERS

Architects, builders and home owners alike choose the smart "built-in" style Magic Chef for its streamlined beauty, the convenient, symmetrical arrangement of its utilities, and its superb cooking performance.

From jet black base, set back for ample toe-room, to timer, light and condiment set above its shining work-top, every detail is worked out to perfection. A dozen and more famous Magic Chef features bring you better cooking, faster cooking, easier cooking. You are enabled to enjoy to the full all the unique advantages of gas, the ever-dependable cooking fuel.

See this beautiful, ultra-modern range at your local gas company or dealer's showroom. Ask for a demonstration of the new 1938 Magic Chef.

Magic Chef

THE GAS RANGE WITH THE FAMOUS RED WHEEL

AMERICAN STOVE COMPANY

Atlanta • Baltimore • Boston • Chicago • Cincinnati • Cleveland • Dallas
Houston • Los Angeles • New York City • Philadelphia • Pittsburgh • St. Louis
San Antonio • San Francisco • Seattle • Washington

ECONOMICAL SERVANT

IN NEW YORK CITY ALONE, MORE THAN 150,000 SERVEL ELECTROLUX FROM 6 TO 11 YEARS OLD ARE STILL IN SERVICE!

"Saves more for more years"—

TENANTS AND BUILDERS AGREE



Tenant

"I find the operating expense a dollar a month; have never had any expense for service or service parts. We are very well pleased and particularly like its silence and absence of moving parts. Am glad of my landlord's selection."

Mrs. Simeon Anderson
5348 N. Christiana
Chicago, Ill.



Builder

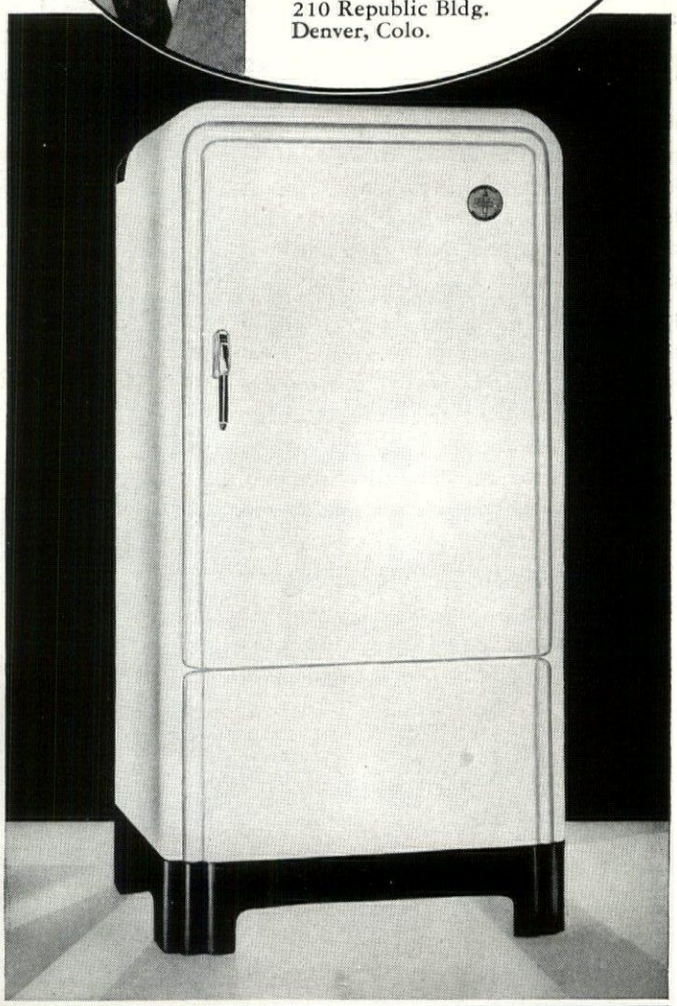
"I have had Servel Electrolux refrigerators installed in my property since 1932 and I believe they're the ultimate in refrigeration. I've had no service difficulties; my tenants praise Servel Electrolux silence, dependability and constant cold; and find this different refrigerator has an extremely low operating cost."

Mr. J. H. Walpin
210 Republic Bldg.
Denver, Colo.

DIFFERENT FROM ALL OTHERS

Servel Electrolux is the *only* automatic refrigerator which offers tenants and builders *all* these advantages:

- **NO MOVING PARTS in its freezing system**
- **PERMANENT SILENCE**
- **CONTINUED LOW OPERATING COST**
- **MORE YEARS OF SATISFACTORY SERVICE**
- **SAVINGS THAT PAY FOR IT**



SERVEL
ELECTROLUX
THE *Gas* REFRIGERATOR

SPECIFY THE REFRIGERATOR THEY HEAR ABOUT · BUT NEVER HEAR

Another HUGE LOW COST HOUSING PROJECT USES TRANE Convectors



JULIA C. LATHROP HOMES · CHICAGO, ILL. ·

HERE'S another vast housing project where Trane Convectors—"the modern successors to the old-fashioned cast iron radiators"—maintain ideal comfort conditions. The Julia Lathrop development has accommodations for 925 families—and all units of this large project are effectively and economically heated with Trane Convectors. The installation of these quality heating units in low-cost housing projects clearly shows that they are within the limits of even a modest budget. At Laurel Homes in Cincinnati, at Jane Addams and Trumbull Park in Chicago, at Cheatham Place in Nashville, at Cherokee Terrace in Enid, Oklahoma—to name but a few—the selection of Trane Convectors is but further proof that it *costs no more* for:

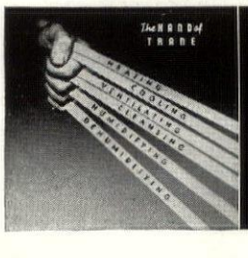
1. NATURAL AIR CIRCULATION
2. SPACE SAVING
3. INSTANT CONTROL OF HEAT
4. MORE COMFORTABLE HEAT
5. MORE HEALTHFUL HEAT
6. GREATER CLEANLINESS
7. HARMONIOUS DESIGN
8. VARIETY OF MODELS
9. INCREASED ECONOMY
10. SIMPLE INSTALLATION

Architect: John Holabird
Heating Contractors: Hanley & Company . . . Mehring & Hanson Company

AIR^n



The New Convector N-2



TRANE

THE TRANE COMPANY AIR^n LA CROSSE, WISCONSIN

Also TRANE COMPANY OF CANADA LTD., TORONTO, ONTARIO

RUUD CHASSIS MONEL* TANK

NOTE THESE FEATURES!

SIZES . . . Three,—20, 30 and 45 gallons,—suitable for a majority of homes and for many commercial requirements.

THERMOSTAT . . . Main gas flow is automatically governed by the thermostat which in turn is controlled by the temperature of the stored water.

INSULATION . . . Thick insulation surrounds the tank, holding heat a captive and avoiding radiation loss.

CUT-OFF . . . This functions automatically to close all gas lines if the pilot flame goes out.

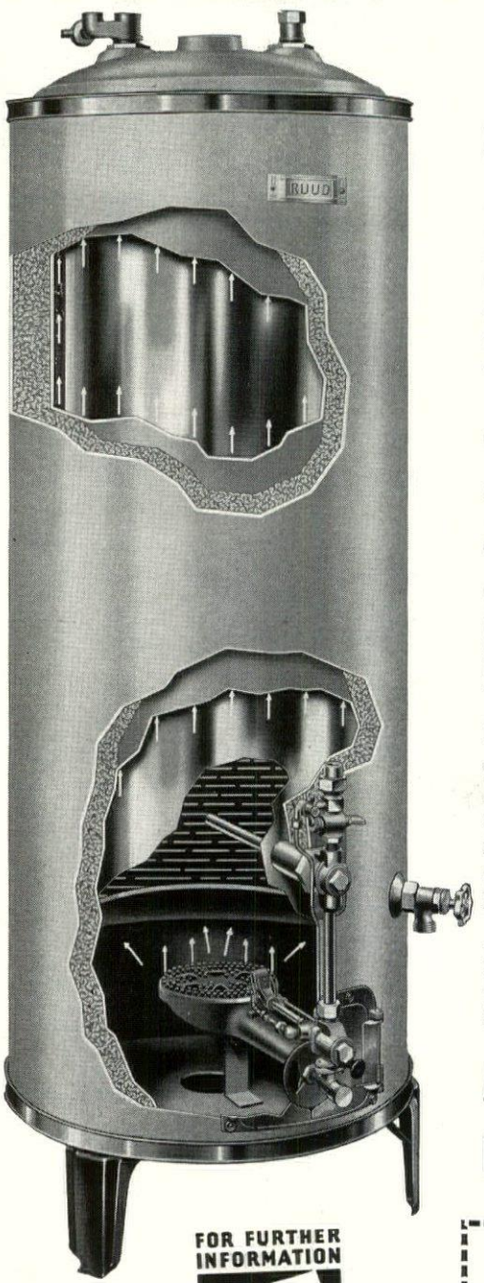
TANK . . . Tank is solid **MONEL,** completely rust-proof and guaranteed for 20 years.

CLEAN-OUT . . . Special models in all three sizes are made with two-inch cleanout for removal of hard water deposits.

ACCESSORIES . . . Copper dip-pipe . . . cold water inlet and twin hot water outlet are brass . . . brass drain valve . . . all fittings aluminized.

BURNER . . . Quick-speed, full bunsen burner with needle-valve adjustment.

APPEARANCE . . . Smartly styled and handsomely finished in black and white porcelite. Chrome band. Full-front mechanism.



FOR FURTHER INFORMATION SEE OUR CATALOG IN SWEET'S

*MONEL is a registered trademark applied to an alloy containing approximately two-thirds nickel and one-third copper.

20 YEAR GUARANTEE

Monel Tanks used in Ruud Automatic Gas Water Heaters are strong, tough and permanently immune to rust—and carry a twenty year written guarantee against rust, or chemical action of the domestic water supply.

. . CLEAN

. . . . . .CLEAR

. . . . . HOT

The Ruud chassis—and the Monel tank—make a perfect combination for dependable low-cost, rust-free hot water service.

No rust—longer life—and always clean, clear hot water—because a Monel tank *cannot rust!* Dependable hot water service always, at rock-bottom cost—because the name Ruud is a guarantee of quality, known to millions!

For hot water service at its tip-top BEST, depend on Ruud automatic gas water heaters with Monel tanks.

A TANK YOU CAN TRUST

BECAUSE IT CAN'T RUST

RUUD MANUFACTURING COMPANY
PITTSBURGH PENNSYLVANIA

COUPON

RUUD MANUFACTURING COMPANY
Pittsburgh, Pa. (AF)

Gentlemen: Send me complete information about the new RUUD automatic gas water heaters with MONEL Tanks.

Name_____

Address_____

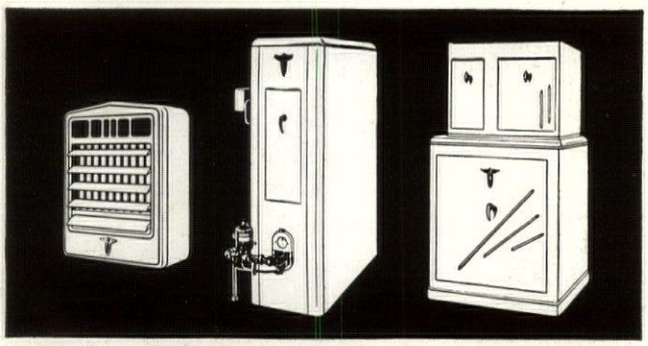
JANITROL WINS!

THAT'S WHAT ARCHITECTS, HOME BUILDERS AND GAS COMPANIES SAY ABOUT THE MANY OUTSTANDING CONSTRUCTION *and* PERFORMANCE FEATURES of JANITROL GAS-FIRED HEATING EQUIPMENT

● When it comes to the acid test of performance after installation, Janitrol wins every time! Comparison, on any or all points, shows the superiority of Janitrol design. And why shouldn't it? At "Gas Headquarters"... where Janitrol equipment is produced, gas experts work with gas heating problems... For over thirty years, their job has been to build the greatest possible efficiency and economy into Janitrol equipment.

BE CERTAIN—SPECIFY JANITROL

And be satisfied that the heating equipment that goes into the homes you design is as modern and efficient as the houses themselves... Remember, Gas is the only fully automatic fuel and when burned in a Janitrol, home-heating comfort is effortlessly obtained. Janitrol home-heating and Winter Air-Conditioning equipment is sold or recommended by leading Gas Companies from coast to coast.



JANITROL UNIT HEATERS
Eliminates much of the heat loss that is found in piped systems requiring a central heating plant. Types and sizes for every industrial and commercial need—fully automatic in operation.

JANITROL GC GRAVITY HEATER
Modern to the minute—furnishes economical, low-cost home heat—easily and simply installed—available in four sizes . . . ranging from 75,000 to 150,000 Btu hourly input capacity.

JANITROL WINTER AIR CONDITIONERS
The finest home-heating and air-conditioning equipment—fully automatic—compact—beautifully designed and enclosed in smartly finished furniture-steel cabinet. Model 'CF' shown.

There's a Janitrol Unit for every heating problem

WELL DONE!

These members of the architectural profession won prizes in the American Gas Association Competition "All-Gas Home." When it came to specifying the heating equipment, they all said Janitrol.

1st PRIZE
PART 1, CLASS 1
Clarence W. Jahn
Edwin A. Wagner
919 North Jackson Street
Milwaukee, Wis.

2nd PRIZE
PART 1, CLASS 1
Frank S. Dougherty
1100 Woodlawn Avenue
Wilmington, Del.

3rd PRIZE
PART 1, CLASS 1
Hayes Simpson and Hunsicker
7829 Euclid Avenue
Cleveland, Ohio

1st PRIZE
PART 1, CLASS 2
Clarence W. Jahn and Edwin A. Wagner
919 North Jackson Street
Milwaukee, Wis.

Janitrol *Gas-Fired* **HEATING EQUIPMENT**

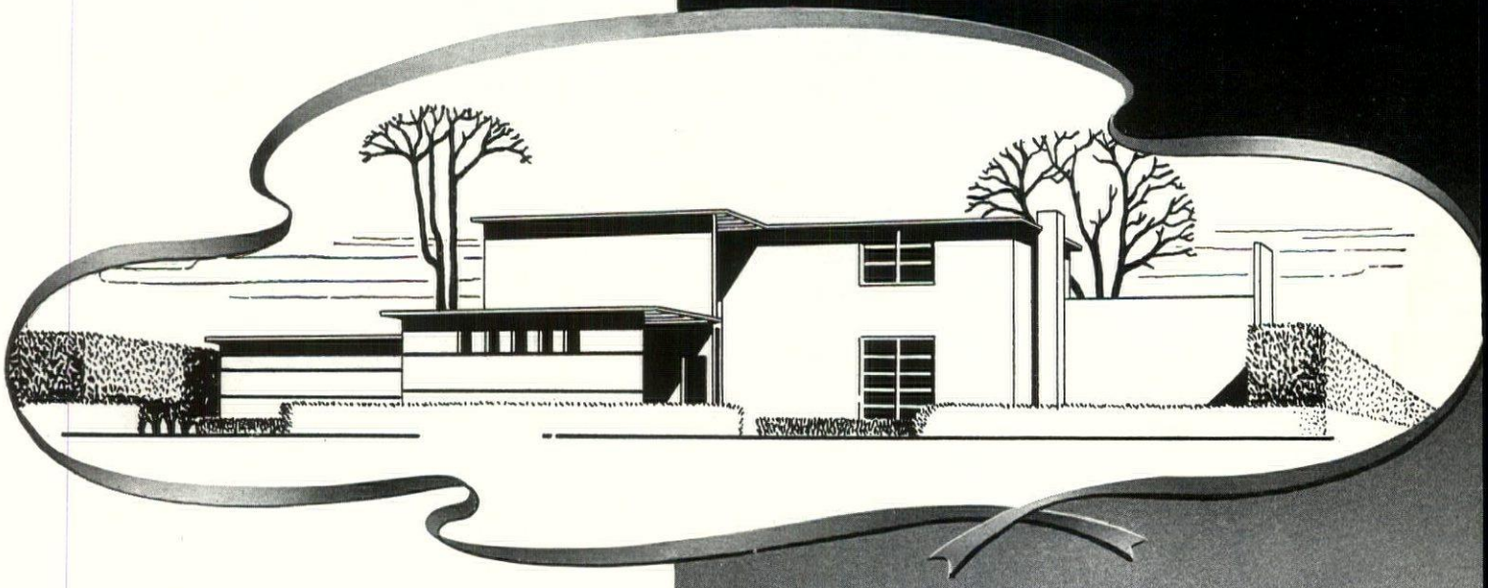
SURFACE COMBUSTION CORPORATION • TOLEDO, OHIO

NIAGARA 220

SPECIFIED FOR

First Prize Hom

IN AMERICAN GAS ASSOCIATION COMPETITIO



Perspective of the design which won first prize in the American Gas Association competition for all-gas homes. Hays, Simpson and Hunsicker, who have won awards in four national competitions, was the only firm to receive two prizes in the American Gas Association Architect's Competition.

HAYS, SIMPSON AND HUNSICKER SELECT MODERN NIAGARA WINTER AIR-CONDITIONING

THE fact that one of the first prize designs in the "All-Gas Homes" competition includes the Niagara 220 Winter Air-Conditioning unit is again proof that architects familiar with Niagara construction find this modern gas-fired heating and air-conditioning unit ideally suited to modern home design and construction.

The Niagara unit specified in the prize winning design is fully automatic. It is famous for its low gas consumption and its selective eight-speed, direct-drive blower. This compact unit comes equipped with the Niagara summer-winter switch which permits the home owner to use the full capacity of the blower for summer cooling without any inconvenience.

With its cabinet of modern design, the Niagara 220 lends itself particularly well to installation in modern surroundings, where both appearance and economy of space are important factors. It operates efficiently and economically in homes with or without basements.

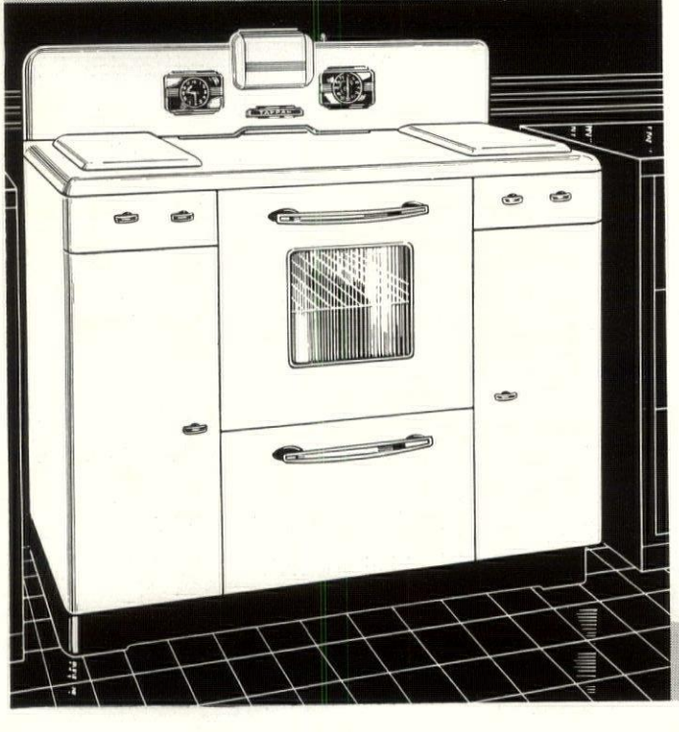
A complete description of the Niagara unit specified in the prize winning design is included in our booklet No. 220. Send for your copy today.



THE FOREST CITY FOUNDRIES CO. ★ 2500 WEST 27TH ST. ★ CLEVELAND, OH

Take a Tip from the Winners





Specify a TAPPAN *Gas Range* For Your Plan

NO MATTER what type of home you may be planning, you have the assurance that the Tappan will fit it as slickly as a triangle fits a T-square.

As proof look at the plans of the First, Second and Third Prize Winners (Class II), who specified the Tappan Range, reproduced in this issue. While each of these homes is distinctly different in character, the Tappan Range blends into the kitchen ensemble as though it were tailored to order. It is significant, too, that each of these three winning plans is in the classification of larger and higher quality homes.

Architects and home builders with an alert appreciation of style and value are quick to recognize Tappan's towering advantages; the beauty of its balanced design, the pronounced practicability of the Divided ÷Top, the happy innovation of the Visualite Oven, and its clean cut lines, proper height, and toe-cove base that conform to cabinet measurements of the modern kitchen.

But these are only the high spots. There are a score of other features that your local Tappan Dealer will gladly demonstrate or about which you can get complete information by writing to . . . .

THE TAPPAN STOVE COMPANY
Mansfield, Ohio

TAPPAN
Gas Range

Models for all forms of liquefied gas



Another
MONCRIEF
Achievement

Built by The Keyes-Treuhaft Co. Chas. H. Hinman, A. I. A. Architect

Sectional Control Winter Air Conditioning

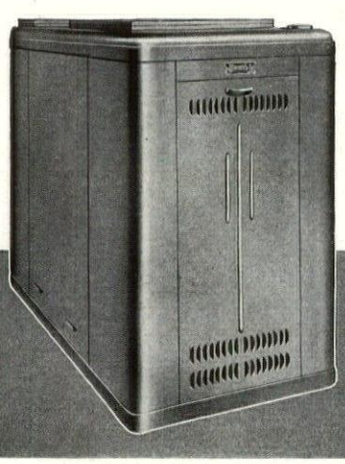
SECTIONAL CONTROL, developed by Moncrief, gives even temperature control, fuel economy and a range of flexibility never before attained in winter air conditioning. This Shaker Heights, Cleveland, home where *sectional control* is applied, is equipped with two separate and distinct Moncrief winter air conditioning systems. One conditions the air of the rooms occupied by the family. The other circulates conditioned air only in the service quarters. When, for instance, the family is away, the temperature may be lowered while the servants' rooms are maintained at usual comfort levels.

Small homes, too, can enjoy the convenience of gas with the unusual economy afforded by Moncrief Gas Winter Air Conditioners. Moncrief Winter Air Conditioning Systems for gas are available in various types and sizes with units designed specially for moderate priced homes. Send for new literature.

★

Moncrief Engineering Service is freely available to architects and builders for estimating and laying out heating plans.

★



◆ Moncrief Gas Winter Air Conditioner

THE HENRY FURNACE AND FOUNDRY CO.

3485 E. 49th St. Cleveland, Ohio

9,959 Manufacturer's catalogues requested by Building Reporter Readers in June. . . .

Now the new issue of BUILDING REPORTER brings you news about 78 building materials . . . from furnaces to insulation, from glass to circuit breakers.

BUILDING REPORTER . . . Building's Mid-Month Newservice . . . gives you a quick, authoritative review of new building materials as they appear.

It is the quicker, surer, more convenient way to gather first hand news and information. Use the postcard enclosed with each issue to keep your files up-to-date on new building materials and new uses for old.

BUILDING REPORTER

BUILDING'S MID-MONTH NEWSERVICE

PUBLISHED BY

THE ARCHITECTURAL FORUM

TIME & LIFE Building, Rockefeller Center

NEW YORK

THE FIRST STEP TO *Charm* *in the* PRACTICAL KITCHEN







is to PLAN IT *Around* THE NEW

ROPER C.P. *Gas Range*

Correct Height

•

Correct Depth

•

Super De Luxe Models Fit Back Flush With Wall

•

Servicing Is Done From the Front

•

They Extend Close to the Floor

The PERFECT RANGE for the PERFECT FUEL

In planning the modern kitchen, be sure to include the new Roper! Hand in hand with its distinctive appearance is performance that's sensationally complete. There's a full line of C. P. Ropers from which to choose. Field-tested in thousands of homes. Super De-Luxe models specially designed for the modern planned gas kitchen.

A Few of the Many C. P. ROPER Features

"GIANT SIMMER-SPEED" BURNER
"SIMMER-SPEED" BURNER
"3-IN-1" OVEN
"LIFETIME" COOKING CHART
SUPER INSULATION
"INSTA-FLAME" OVEN LIGHTING
"ASTOGRIL" ROLL BROILER
"TURRET" TOP

GEO. D. ROPER CORPORATION

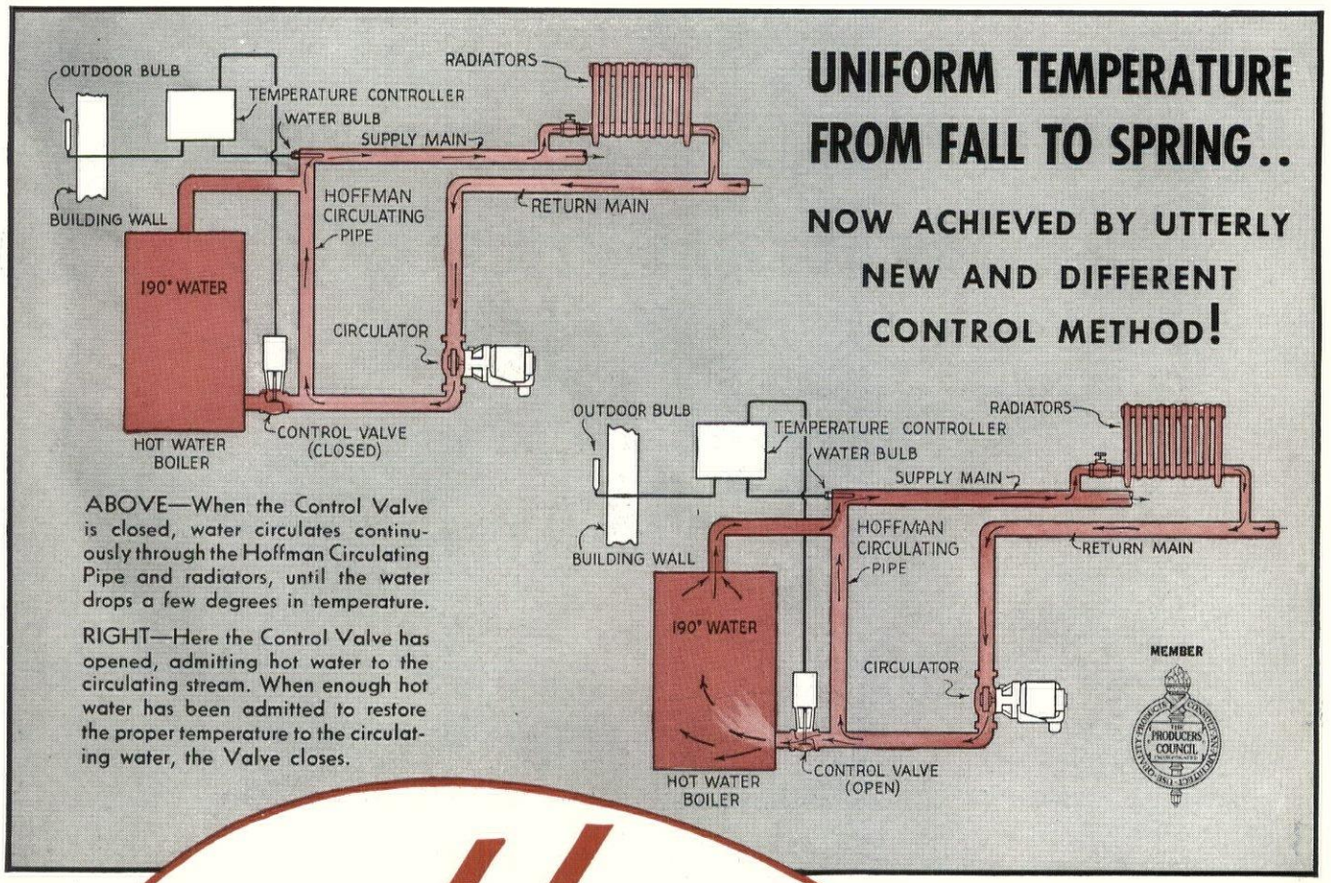
GENERAL SALES OFFICE AND PLANT: ROCKFORD, ILL.

WAREHOUSES:

San Francisco Dallas Chicago Atlanta Los Angeles Kansas City
Newark Boston Washington Cleveland Philadelphia Roanoke

USE ROPER SALES PROMOTION PLANS

ROPER RANGES ARE IDEAL FOR USE WITH ANY TYPE OF GAS, INCLUDING BOTTLED GAS



UNIFORM TEMPERATURE FROM FALL TO SPRING..

NOW ACHIEVED BY UTTERLY NEW AND DIFFERENT CONTROL METHOD!

HOFFMAN *Hot Water* CONTROLLED HEAT

MAINTAINS A BALANCED CONDITION BETWEEN OUTDOOR AND RADIATOR TEMPERATURES

Different from anything you have ever known . . . a radical departure from the conventional forced hot water system . . . and a truly sensational contribution to better heating! For the first time, Hoffman Hot Water Controlled Heat accomplishes, in full measure, the fundamental purpose of all heating systems.

Through a system of coordinated controls, radiators are supplied with water *at the temperature required to exactly offset the heat loss of the building.*

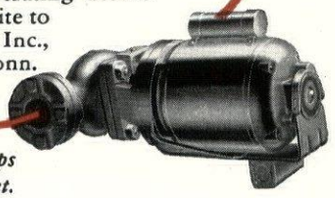
Water is *continuously* circulated through the system, receiving just enough hot water from the by-passed boiler to keep radiators at the proper degree for any outside temperature. So smoothly is the heat supply modulated that overheating and "Cold 70" alike are eliminated and room temperature maintained at a constant level, regardless of the weather.

Hoffman Hot Water Controlled Heat is completely automatic and adaptable to either one or two-pipe installations, new or already installed. For full operating details and installation instructions, write to the Hoffman Specialty Co., Inc., Dept. AF-7, Waterbury, Conn.



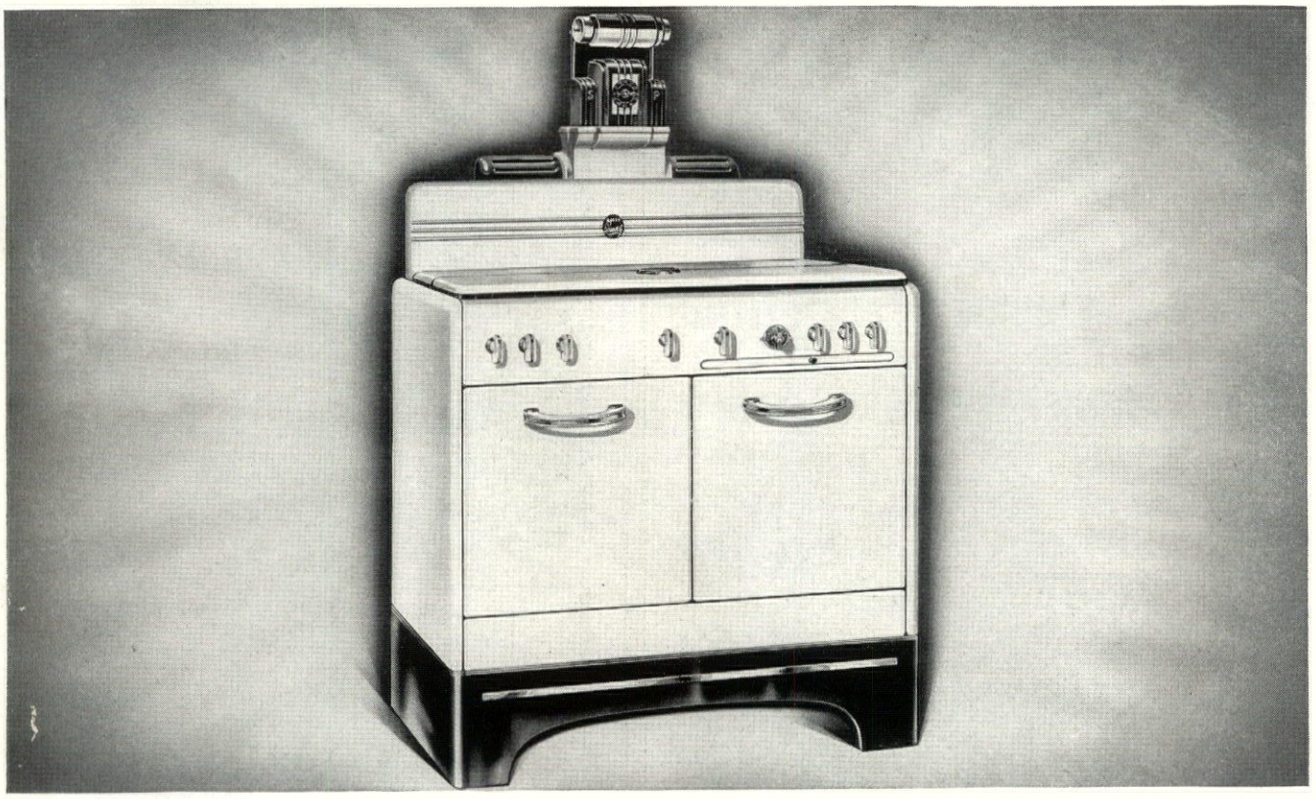
SEND FOR THIS BOOK

Tells the whole story of Hoffman Hot Water Controlled Heat.



Made by the makers of Hoffman Venting Valves, Supply Valves, Traps and Pumps . . . Sold everywhere by leading Wholesalers of Heating and Plumbing equipment.

for the ALL-GAS HOMES ★ ★ ★



★ ★ ★ *of* ALL AMERICA!

Women, everywhere, look for QUALITY Ranges in the homes they plan to buy. Their mothers, and even their grandmothers, used QUALITY Ranges before them. To these women, whose knowledge of QUALITY dependability and performance started from childhood, no other range is acceptable. QUALITY Ranges have faithfully served America's homemakers for more than a third of a century, in over a million homes. They are designed to perform every range function with all the speed, control, economy and convenience that today's knowledge and engineering skill can achieve.

☆

Model D-916 (illustrated) features DU-ALL BURNERS • RADIANT NICHROME BROILER • DEEP-WELL ECONOMY COOKER • LOW TEMPERATURE OVEN • and every wanted automatic convenience. QUALITY Ranges, in many beautiful models, are available for any size of modern home or kitchen. For complete specifications, write

ROBERTS & MANDER STOVE CO.
MAIN OFFICE AND PLANT, HATBORO, PA.
(18 Miles North of Phila.)

Quality

GAS RANGES

Lennox -a winner

IN "ALL-GAS HOME" COMPETITION

IN THE HOMES OF YOUR CLIENTS



LENNOX *Gas Aire-Flo*

Winter Air Conditioning

Whatever the governing factors may be—cost, long life, perfect heating, high efficiency, practical humidification, adequate air cleaning, ventilation, safety—the Lennox line contains a unit exactly suited to the needs of your client. This is the most complete line in the world, containing units for every fuel, from 50,000 to 800,000 BTU at the register—the result of more than 40 years of manufacturing direct-fired heating and air conditioning equipment exclusively.

Write for Specifications

THE LENNOX FURNACE CO., INC.

Syracuse, New York
Marshalltown, Iowa

COMBO



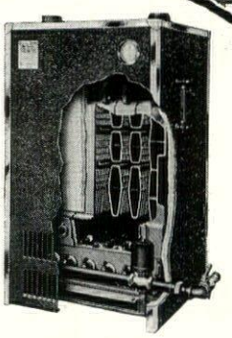
Combines
INCINERATION
and Automatic
HOT WATER SERVICE
in a Single Unit

COMBO is definitely the most outstanding advancement in home sanitation and convenience of the modern era. Combines two important functions in a single space-saving unit. Waste heat from coil unit dehydrates refuse and assures complete incineration. Waste heat from burning refuse helps heat water. Economical. Dependable. Automatic. Thoroughly tested and approved by architects, utility companies, plumbing and heating contractors and owners. *Write today for illustrated brochure which gives complete details.*

Specify COMBO for the Modern HOME

COMBO CORPORATION
ROCHESTER, N. Y.

It Cans The Heat—



—That Others Can't

Can't go into details here, but the net of it is, that Burnham's Gas Boiler cuts down the heat lag.

The heat that most boilers lose, is by the burner air supply continuing—causing cooling down when not firing.

Air supply in Burnham's is automatically stopped, heat is then stored or canned.

The result is at least a 7% saving of gas otherwise burned, in overcoming the cool downs, which is just one of the Burnham Gas Boilers advantages.

Burnham Boiler Corporation
IRVINGTON, N. Y. ZANESVILLE, OHIO

Burnham Boiler



WHILE LOW COPPER PRICES PREVAIL

★

NEW WORK AND REMODELING

★

FOR DOMESTIC OR INDUSTRIAL PIPE LINES

★

● A non-rusting copper piping system is, by far, the most desirable for plumbing or heating installations. The architect knows this—and so does the prospective home owner; yet, not being acquainted with the actual facts, he may consider it too costly and pass it up without due consideration.

AS A MATTER OF FACT, THE INSTALLED COST OF STREAMLINE COPPER PIPE AND BRONZE SOLDER FITTINGS IS VERY LITTLE, IF ANY, HIGHER THAN RUSTABLE MATERIALS—AND TODAY IT IS LOWER THAN EVER BEFORE.

Every architect, building manager, realtor or home owner knows that reliable piping for plumbing and heating is the most important thing in the building. To use out-moded, rustable pipe with its old-fashioned threaded fittings to supply modern fixtures and radiators is as impracticable as it is inconsistent.

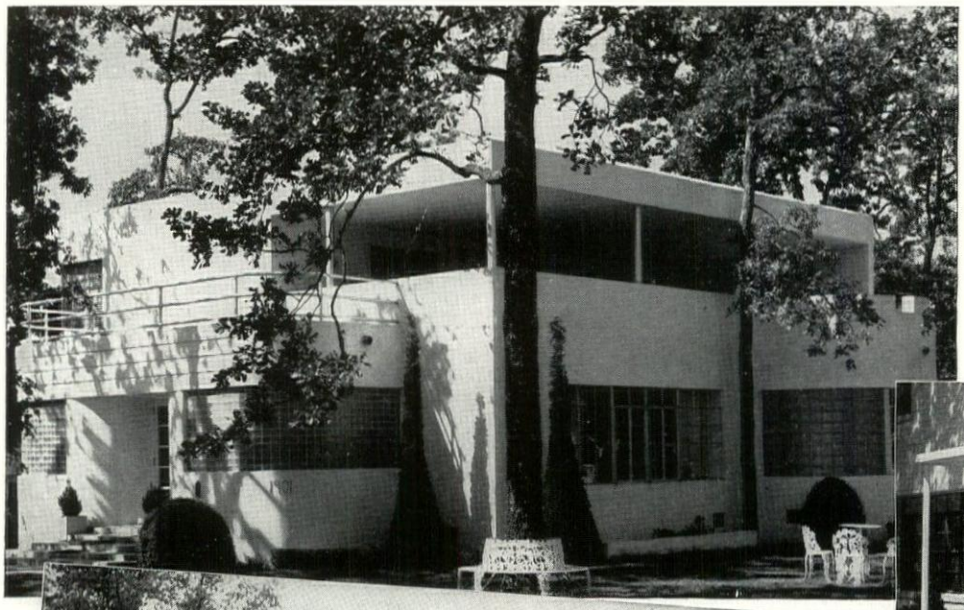
STREAMLINE Copper Pipe and Solder Fittings that cannot rust or clog is the ultra-modern piping system that bridges the gap between out-moded and modern piping lines. It is the permanently reliable conducting system that insures efficient service from up-to-the-minute fixtures and radiating units, year in and year out. With the possible exception of extremely abnormal water conditions, STREAMLINE will outlast the building in which it is installed. There will be no future repair bills.

Like all good things; STREAMLINE has many imitations, but no equals.

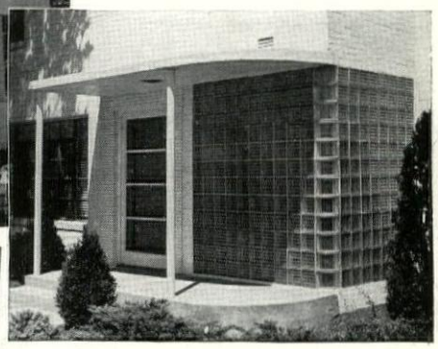
Specify genuine STREAMLINE—*Insist upon its being used. Its quality is constant and its cost the lowest in copper pipe and fittings history.*

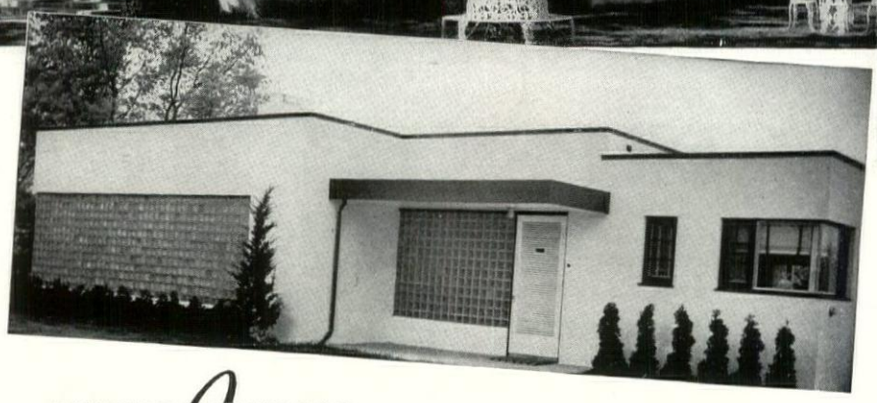
STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN

AIR CONDITIONING REFRIGERATION



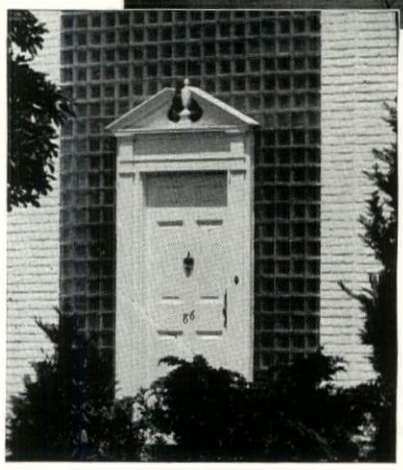
A few of the many uses of INSULUX *to idealize design and make home life pleasant and easier.*







OWENS-ILLINOIS *Insulux* SOLVES MANY PROBLEMS OF PLANNING



In modest dwellings, as well as in luxurious homes, Owens-Illinois INSULUX Glass Block is proving to be the key to interesting, yet intensely practical, design. Architects find that the conflict between abundance of daylight and desirable privacy, so often encountered in small home design, is brought to a happy ending by INSULUX. . .This new and better building material admits volumes of diffused daylight and, *at the same time,* preserves privacy. . . In addition, INSULUX provides a high degree of insulation against both heat and sound; and offers other advantages and exclusive, *patented* features about which you should be fully informed. Refer to our 24-page complete catalog in Sweet's Architectural File, Section 4—Catalog 42. Also, send the coupon TODAY for complete, illustrated details for your personal file. Owens-Illinois Glass Company, "FIRST IN GLASS," Toledo, Ohio.

OWENS-ILLINOIS *Insulux* GLASS BLOCK

OWENS-ILLINOIS GLASS COMPANY
Industrial and Structural Products Division
307 Madison Avenue, Toledo, Ohio

Please send, without obligation on my part, complete illustrated information about INSULUX Glass Block.

Name _____

Address _____

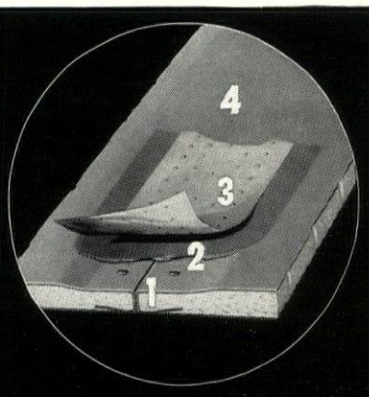
City _____ *State* _____

Joints will be INVISIBLE

In Walls Built of the New Recessed Edge SHEETROCK *and* Perf-A-Tape

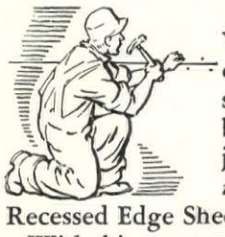
THE FIREPROOF WALLBOARD





HERE'S HOW IT'S DONE

1. When sheets are nailed in place the recessed edge forms a channel at joints.
2. This channel is filled with a special cement, which is easily applied.
3. Perf-A-Tape, a patented, strong, perforated fiber tape with chamfered edges, is embedded in the cement.
4. Cement is applied over Perf-A-Tape, leveled and sandpapered evenly, completely concealing the joint and assuring a smooth surface for decoration



Wherever there's remodeling being done, you'll find mechanics—with skill and dexterity, building wallboard walls and ceilings with the joints between boards completely *invisible.* They're using the new Recessed Edge Sheetrock* and Perf-A-Tape.*

With this new type of wallboard construction you can secure smoother, stronger, more permanent and better looking walls and ceilings—*at wallboard costs.* Joints are concealed within the thickness of the board itself, providing a better base for any kind of decoration, smooth and without shadow lines. Whether the job be large or small, Sheetrock and Perf-A-Tape provide ideal low-cost wall and ceiling remodeling combination. And, remember, *Sheetrock is The Fireproof Wallboard.*

If you haven't had experience with Recessed Edge Sheetrock and Perf-A-Tape on a remodeling job, by all means learn about it at once. USG will gladly send you a 48-page book, handsomely illustrated in full color.

United States Gypsum Company

300 WEST ADAMS ST. CHICAGO, ILLINOIS

Sales Offices at:
Atlanta, Ga. • Baltimore, Md. • Birmingham, Ala.
Boston, Mass. • Buffalo, N. Y. • Cincinnati, Ohio
Cleveland, Ohio • Dallas, Tex. • Denver, Colo.
Detroit, Mich. • Houston, Tex. • Indianapolis, Ind
Kansas City, Mo. • Los Angeles, Cal. • Milwaukee, Wis.
Minneapolis, Minn. • New York, N. Y. • Omaha, Neb.
Philadelphia, Pa. • Pittsburgh, Pa. • Portland, Ore.
St. Louis, Mo. • San Francisco, Cal. • Washington, D. C.
*Registered trade-marks

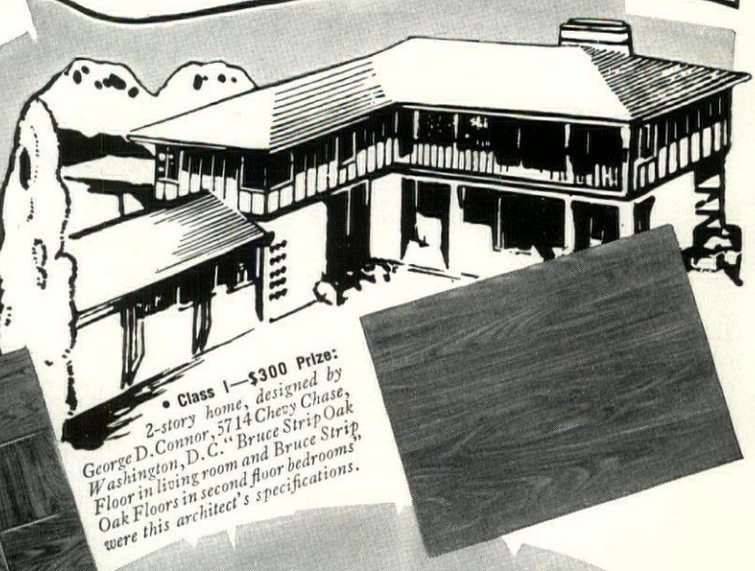
USG

UNITED STATES GYPSUM COMPANY
300 West Adams St., Chicago, Illinois
Please send me the 48-page Sheetrock Book.
Name.....
Address.....
City.....*State*.....
AF-7

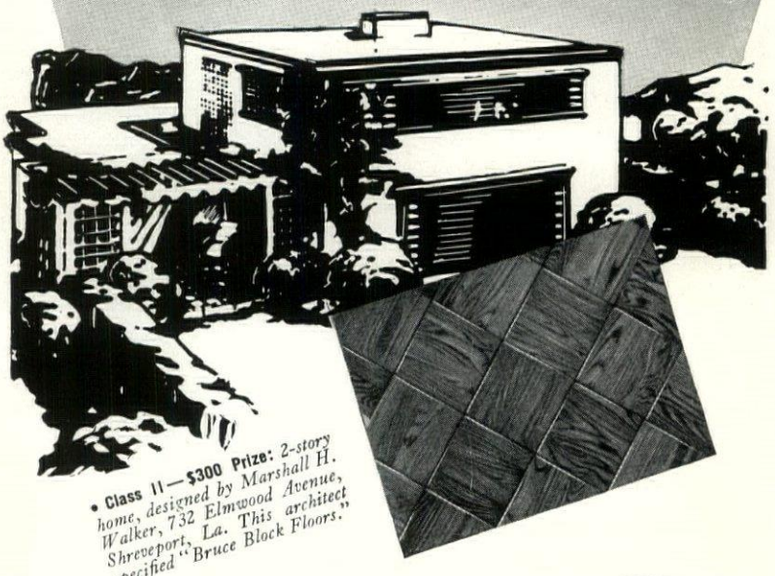
A.G.A. Competition Prize Winners Specify BRUCE FLOORING!



• **Class I—$1000 Prize:** *1-story home, designed by W. C. Houtz, Arthur McVoy & Lionard Wayman of the Cranbrook Academy of Art, Bloomfield Hills, Mich. These architects specified "Bruce Finished Hardwood Blocks and Bruce Strip Flooring."*



• **Class I—$300 Prize:** *2-story home, designed by George D. Connor, 5714 Chevy Chase, Washington, D.C. "Bruce Strip Oak Floor in living room and Bruce Strip Oak Floors in second floor bedrooms" were this architect's specifications.*



• **Class II—$300 Prize:** *2-story home, designed by Marshall H. Walker, 732 Elmwood Avenue, Shreveport, La. This architect specified "Bruce Block Floors."*

CONGRATULATIONS to all prize winners in the A. G. A. Competition! And a vote of thanks to those architects who specified "Bruce Hardwood Floors."

WHETHER AN ARCHITECT CHOOSES the modern beauty of Bruce Finished Block Floors, the picturesque charm of Bruce Plank Floors, or the simple refinement of Bruce Strip Floors—he can be certain of two things: *First*, that the flooring will be manufactured exactly "as specified"; *second*, that the finished floors will win the approval of his clients and bring lasting satisfaction.

LET US SEND you literature and Architect's Specifications on the three distinctive types of Bruce Flooring. It will show you how any home or building can have prize-winning floors. Just use the coupon.

•

E. L. BRUCE CO., Memphis, Tenn.

BRUCE

E. L. BRUCE CO., Dept. AF-7, Memphis, Tenn.

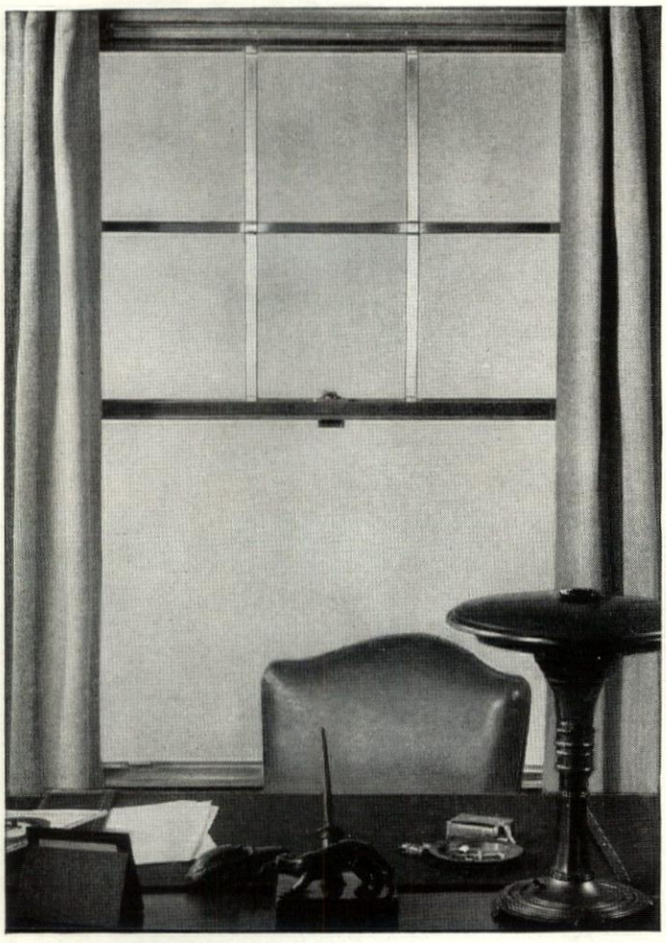
Please send me FREE literature on:

☐ Bruce Block Floors ☐ Bruce Strip Floors ☐ Bruce Plank Floors

Name .....

Address .....

City ..... *State* .....



NO NOISE . . . . . NO DRAFTS

and always easy to operate

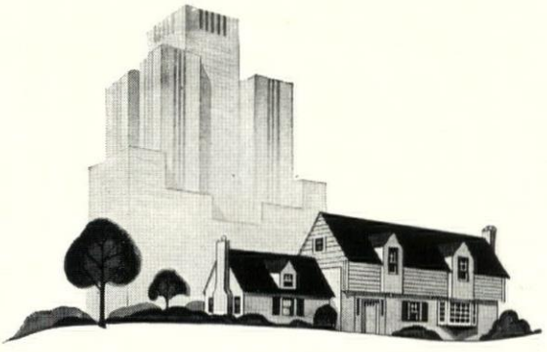
PERMATITE WINDOWS

SILENT operation, easy operation, no rattles, no drafts —Permatite Windows guarantee this kind of performance to your clients.

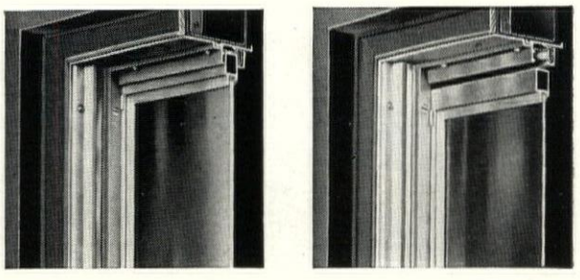
In bronze or aluminum—casement or double hung—Permatite Windows have the exclusive features and sturdy construction which insure perfect performance. Entirely of metal—they have no felt or rubber to harden or wear out.

These windows are designed to meet all the new requirements of scientific lighting, insulation and air-conditioning. Please study carefully the photographs at the right.

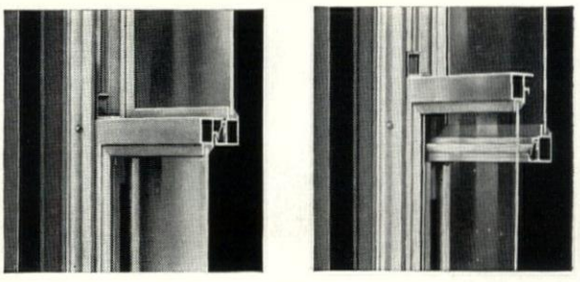
For full details on both casement and double hung windows, we invite you to consult Sweet's or write us for a complete catalog.



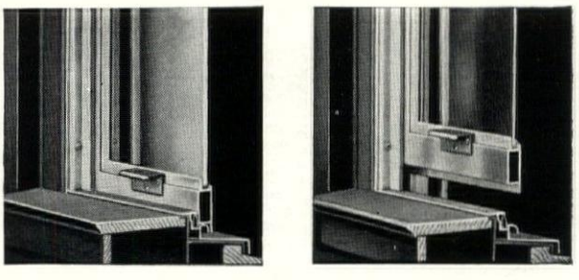
FOR RESIDENCE
OR PUBLIC BUILDING—
WINDOWS OF BRONZE OR ALUMINUM



Seamless tubular sash provides the most rigid construction possible. The patented weatherstrip of resilient metal fits snugly to top and side of sash.



At meeting rail, metal-to-metal contact, plus resilient metal weatherstrip. Noiseless, free-acting sashes insure perfect balance.



Water table and resilient metal weatherstrip combine with all the features above, to make Permatite Windows absolutely weathertight.

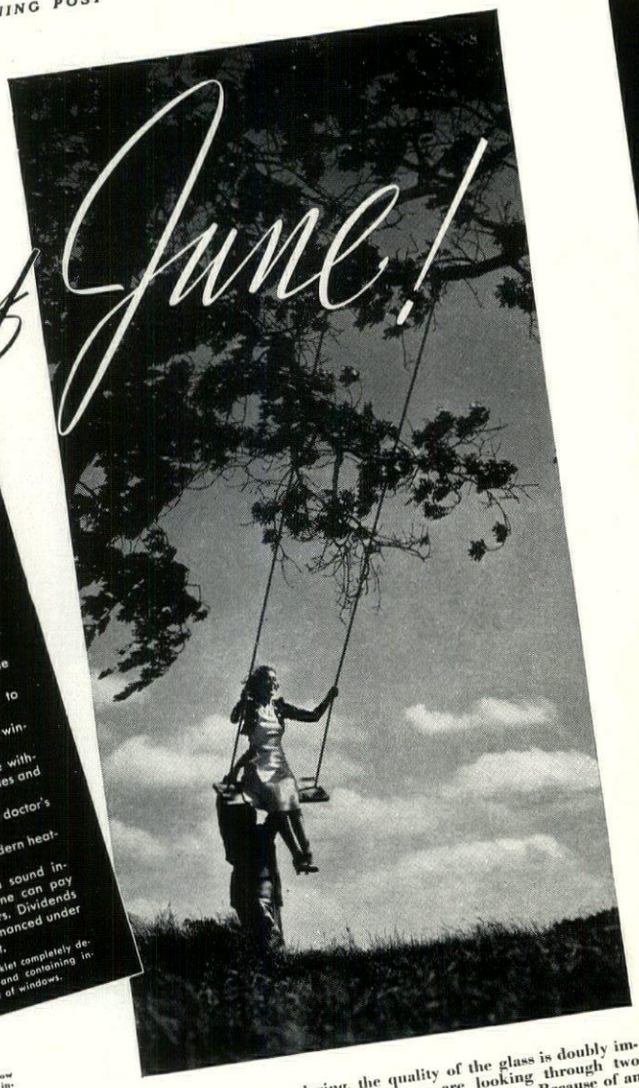
GENERAL BRONZE CORPORATION

34-19 TENTH STREET . . . LONG ISLAND CITY, N.Y.

Architectural Metal Work · Windows · Revolving Doors · Tablets

L·O·F SPONSOR

YOU CAN ENJOY ...eight more months of *June!*



with WINDOW CONDITIONING

(DOUBLE-GLASS INSULATION)

You insulate your windows by applying double glazed sash or modern winter windows of L·O·F Quality Glass. Here's what "Window Conditioning" does for you—

1. Gives you greater comfort—better health.
2. Cuts fuel bills 20 to 30%.
3. Saves you more than any other single form of house insulation.
4. Makes uniform temperatures easier to maintain throughout the house.
5. Lessens drafty danger-zones near windows and floors.
6. Makes healthful humidity possible without foggy windows, soiled draperies and moisture on window sills.
7. Reduces cleaner's bills and even doctor's bills.
8. Fuel savings help pay for a modern heating plant.
9. "Window Conditioning" is a sound investment—fuel savings alone can pay for it in less than two winters. Dividends continue year after year. Financed under F.H.A.—no down payment.

• Send coupon for free L·O·F booklet completely describing "Window Conditioning" and containing interesting information on treatment of windows.



YOUR NEW HOME...

If you are building a new home, ask your architect or builder about the many efficient types and attractive styles of winter windows and double glazed sash available for "Window Conditioning."



YOUR PRESENT HOME...

May have the comfort and saving of "Window Conditioning." Storm windows are easy to install and inexpensive to buy. An estimate from your lumber dealer will convince you.

When it's winter by the calendar—way below freezing by the thermometer—you can still have June in your home and *keep it there!* How?—By installing storm windows or double glazed sash. You put two panes of glass between you and winter. Between the two pieces of glass a wall of captive air is formed. This air space is one of the best forms of insulation.

Result—"Window Conditioning." That means uniform temperatures throughout the home and freedom from drafty danger zones on the floor and near windows. You can have healthful humidity without the nuisance of foggy windows, soiled draperies and moisture on window sills. In short, "Window Conditioning" means more comfort and more healthful winter living.

—And when you consider that "Window Conditioning" brings you greater fuel savings than any other single type of insulation—"Window Conditioning" is the first form of insulation you should consider when you build or remodel.

To "Window Condition" your present home, call the nearest lumber dealer today. Let him explain how to arrange financing under F.H.A. with no down payment.

Quality Glass Is Important—With double glazing, the quality of the glass is doubly important since you are looking through two pieces of glass instead of one. Because of an exclusive manufacturing process, L·O·F Window Glass is noted for its greater freedom from waviness and distortion, making it especially suited to "Window Conditioning." These advantages cost you no more but they add much to your permanent satisfaction with double glazing. Whether you buy winter windows or double glazed sash, make sure that each light bears the L·O·F label. It is your guarantee of quality in the glass in your windows.

LIBBEY·OWENS·FORD

QUALITY GLASS

LOOK FOR THE LABEL



FREE!

LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO, OHIO

Please send me your free booklet which shows typical examples of economies effected with "Window Conditioning" and interesting window treatments.

Name _____

Address _____

City _____ State _____

"Window Conditioning"

• DOUBLE-GLASS INSULATION •

This full-page advertisement appearing in The Saturday Evening Post in July starts to unfold a story never fully told . . . a story to be continued in leading national publications and in widespread publicity . . . a story in accord with the program of the architectural profession —for it points the way to added comfort, better health and greater economy in the home.

FEW PROSPECTIVE HOME BUILDERS KNOW THIS...

Window Conditioning brings a GREATER savings in fuel costs, shows a GREATER return on the investment and pays for itself in a SHORTER time than ANY OTHER SINGLE FORM OF INSULATION. It is ESSENTIAL for the complete enjoyment of the benefits of winter air conditioning.

NOW THE STORY WILL BE TOLD

•

. . . In such outstanding publications as . . . . . Saturday Evening Post . . . Collier's . . . Good Housekeeping . . . American Home . . . Better Homes and Gardens . . . House and Garden . . . House Beautiful . . . Parents' Magazine—attention arresting, interesting advertisements to reach thousands of prospective home builders—advertisements that direct these home builders to an architect.

Libbey • Owens • Ford has developed a comprehensive plan to bring the comforts and economies of "Window Conditioning" prominently to the public mind. The plan secures the cooperation of lumber dealers and heating contractors and capitalizes on the ever-mounting demand for winter air conditioning in the home.

LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO, OHIO

WITH THE WIDESPREAD ADOPTION OF TWO PANES OF GLASS INSTEAD OF ONE IN RESIDENTIAL CONSTRUCTION THE QUALITY OF THAT GLASS BECOMES DOUBLY IMPORTANT. L·O·F QUALITY GLASS IS TODAY AS IT HAS BEEN FOR MANY YEARS CLEARER, BRIGHTER AND FLATTER THAN ANY THAT THE INDUSTRY HAS EVER OFFERED.

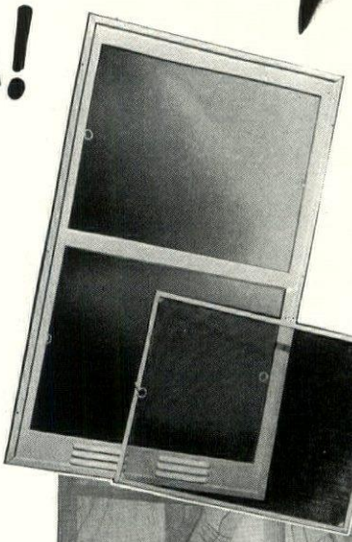


PHOENIX ALL METAL COMBINATION SCREEN *and* STORM SASH *is the Answer!*

FOR COMFORT—Phoenix Windows insulate and weatherstrip the entire window area—the source of greatest heat loss. By reducing conduction and infiltration of cold air, temperatures are kept more uniform—hard-to-heat rooms become comfortable. Perfect ventilation without drafts makes the home more comfortable and healthful the year 'round.

FOR CONVENIENCE—Each unit includes a metal-bound screen that is interchangeable with lower window in LESS than ONE MINUTE. Just lift out the glass and slip in the screen—change it and wash it from the inside. Always fit perfectly—no more fuss and bother with ill-fitting screens that constantly need repairs and repainting. Changing from winter storm window protection to summer screen comfort becomes a pleasant task.

FOR ECONOMY—Phoenix Windows save up to 30% of annual fuel bills. Less radiation is needed, allowing installation of smaller heating plant, smaller radiators. Thus automatic heating is put within the reach of every homeowner. Add to these savings the money saved by eliminating purchase of screens and weatherstripping and Phoenix Windows become an investment—THEY PAY FOR THEMSELVES!



Sturdy, metal-bound, tight-fitting screen is included with each unit.



Changed in less than one minute.

PHOENIX WINDOWS ARE NECESSARY TO THE SUCCESSFUL OPERATION OF WINTER AIR CONDITIONING SYSTEMS

Phoenix Windows help conserve atmospheric humidity. Prevent sweating and frosting with as much as 45% relative humidity in zero weather. This materially reduces the load on the air-conditioning system allowing it to operate at maximum efficiency at minimum cost.

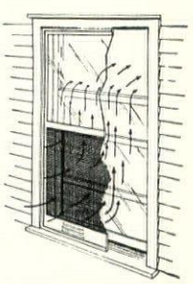
There Are Other Advantages Too!

1. Phoenix Windows' patented construction allows ventilation the year 'round without danger of rain or snow entering and damaging hangings, furniture, etc. 2. Beautify the home. 3. Keep insects out. 4. Solve screen and storm window storage problems. 5. Afford a measure of protection against burglars. 6. Made to fit any size, double-hung window for the new or old home.

★

There is no other home improvement that will give all these comforts and conveniences without costing a penny in the end. Find out all the details. See an authorized Phoenix dealer or write direct to Phoenix Window Headquarters.

★



Rain cannot enter in summer. Simply close the lower inside window and lower the upper inside window and your furniture, etc., is absolutely safe from damage by wind or rain.

THE F. C. RUSSELL COMPANY

DEALERS IN PRINCIPAL CITIES

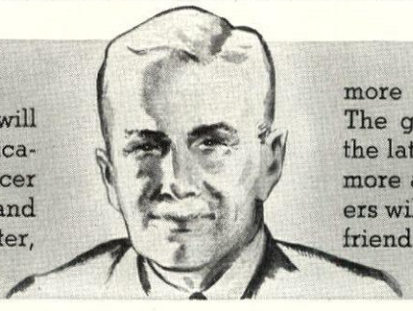
3925 S. HANOVER ST. BALTIMORE, MD.

The Supreme Court of Building Speaks on

Improved Balsam-Wool



the ARCHITECT: "With Balsam-Wool's factory controlled density and thickness, proved moisture barrier, definite air spaces and positive application, my clients are assured of permanently efficient insulation—no job skimping, no sagging or settling. I know from experience that Balsam-Wool will outperform its calculated efficiency rating."



the CONTRACTOR: "I will save the owner 50% of the application costs because of the new Spacer Flange.* With the fibre cleats and flange, I'll give him a better, neater, more efficient job for less money. The guideline on studs will please the lather—keep costs down. I'll get more and better jobs. Satisfied owners will recommend my work to their friends."



the OWNER: "I'll get a better job of insulation for from 10% to 15% less money—a job that will be as efficient in fuel savings and summer comfort when my grandchildren use the house, as today. My architect has shown me why Balsam-Wool, at a lower cost, prepares my house for air-conditioning if and when I want it."

FLASH! Balsam-Wool insulates first "All Gas Home" to be completed in American Gas Association Competition! It's at Hartford, Conn. A. Raymond Ellis, Architect.

A better insulation—at a substantially lower cost—that, in a nutshell, is why new improved Balsam-Wool is striding ahead to new leadership. It has high efficiency in the laboratory and *on the job.* Its moisture barrier has been proved by 16 years of on-the-job performance. It is wind-proof—fire-resistant . . . protected from termites and dry rot. It can't sag or settle, because it is firmly fastened in place. And Balsam-Wool costs 50% less to apply. Let us give you complete details. Wood Conversion Company, Room 147-7, First National Bank Bldg., St. Paul, Minnesota.

**Patent pending*

Balsam Wool
SEALED INSULATION

Balsam-Wool. Products of Weyerhaeuser. Nu-Wood

PAINE REZO DOORS

TRADE MARK REGISTERED

Are Available For
ALL PURPOSES!



Installation of Rezo partition accordion doors separating two court rooms. Eight doors are arranged on each side of jambs for sound resistance. Size of door opening is 27-0 wide by 10-0 5/8" high, 2 1/4" thick, black walnut. For detail construction see Sweet's Catalog, Section 14-45.

For information write:

—PAINE LUMBER CO. LTD.—

ESTABLISHED 1855

OSHKOSH, WISCONSIN

INDIANAPOLIS OK's Carey BUILDING PRODUCTS



Indianapolis Architects and Contractors have discovered that Carey Products build better homes because these modern materials enhance beauty and comfort; reduce the cost of home ownership through longer service and lower upkeep. This experience of the building industry of Indianapolis has been confirmed and duplicated in scores of other cities. You serve your clients in the modern manner when you specify Carey Products. *See our Catalog in Sweet's.*

CAREY CORK-INSULATED SHINGLES

THE Shingle with outside mineral surface for weather protection; cork underside for roof insulation. Keeps homes cooler in summer. Reduces heat losses in winter —saves fuel. Ceramic granule colors for non-fading roof beauty. Maximum asphaltic saturation for longer roof life. Approved by Underwriters' Laboratories.



CAREYSTONE SIDING AND SHINGLES

Made of asbestos and cement. Provides fireproof and weatherproof protection, enduring beauty, lifetime freedom from painting and repair costs. Will not warp, curl, rot or burn. Available in new staggered butt or waveline units, with wood-grain texture and beauty.

CAREY ROCKTEX HOME INSULATION

Provides highest efficiency in home insulation at low cost. Installed 4 inches thick in walls or roof, it equals a 59-inch solid brick wall in stopping flow of heat. Available in bat, wool and granulated forms, to meet installation requirements in new or old homes.

Illustrations show a few of the many Indianapolis homes built by Ross Neeves, in which Carey Products, including MIAMI-CAREY BATHROOM CABINETS, are used.





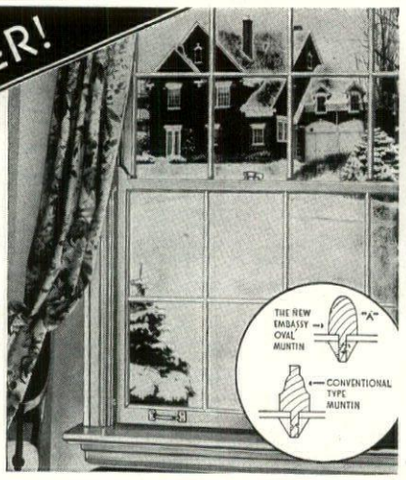
THE PHILIP CAREY COMPANY • Lockland, Cincinnati, Ohio

Dependable Products Since 1873

BRANCHES IN PRINCIPAL CITIES

The NEW LEADER!

America's Window Beautiful



EMBASSY

FACTORY-FITTED WINDOW UNITS

Architects — Contractors — Dealers — Home Owners — all enthuse over the neat, slender-line design, the exclusive oval sticking, the more complete weather and dust protection and the lasting utility of these distinguished new Factory-Fitted Window Units. The result of a long and able development aimed at perfecting a new high in window standards, EMBASSY Windows spell profitable and easy sales and real pride of ownership. Priced for small as well as large homes.

APPEARANCE
They add distinction to the most ably designed homes. Slender-line with new oval clean-easy sticking.

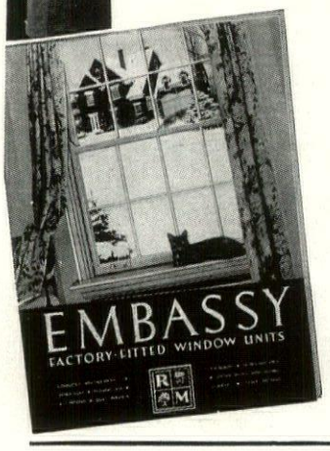
PROTECTION
Special weather-stripping, more complete than you've seen—all-weather seal—effective dust exclusion.

UTILITY
Nothing has been overlooked — silent, easy operation — weathertight construction — more glass area — more light — toxic treated for permanence.

ECONOMY
Faster, easier installation — less maintenance — lasting — cheaper in the long run. In short — The Supreme Modern Window Value.



ROACH & MUSSER CO.
617 GRAND VIEW AVE., MUSCATINE, IOWA

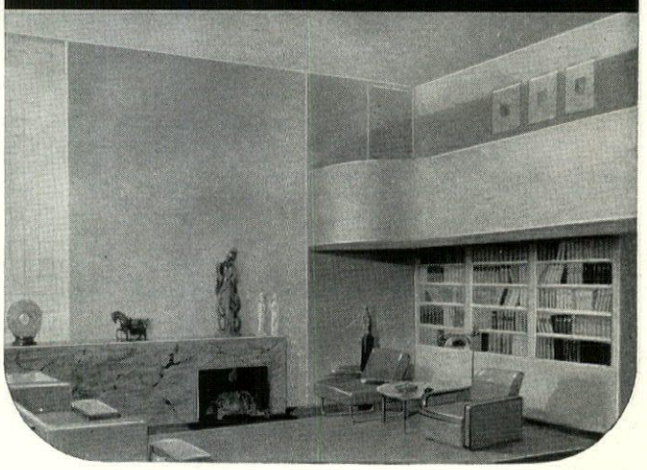


Ask your dealer or write us for this FREE book. In 10 minutes you'll appreciate that Progress has created a new source of profits for you.

•

For Today and Tomorrow
EMBASSY
Takes the Lead

Would you like complete information on this sweeping new trend in interior decoration?



TODAY, through the discovery of a new "vehicle" of crystal-like transparency for paint pigments, an amazing new trend in interior decorating practice has been created. It demands rich and striking color treatments—the utilization of a diversity of colors and hues in the same room. It allows the architect to combine all the tone values of tempera and fresco. Yet it is exceedingly economical.

The United States Gypsum Company, through the creation of *Texolite**, a new principle paint, has contributed materially to this development.

USG has prepared an elaborate manual to help you know more about this new trend in interior decoration—to give you complete information on Texolite and its various other modern flat paints, colors and decorative texturing.

If you do not have one of these manuals—"Modern Principles in Paint and Decoration"—on file, USG would like to place one in your hands. You will find among its 40 pages many aids for the solution of your interior decorating problems.

United States Gypsum Company
300 WEST ADAMS ST. CHICAGO, ILL.

Sales Offices at:
Atlanta, Ga. · Baltimore, Md. Birmingham, Ala. · Boston, Mass. · Buffalo, N. Y. · Cincinnati, Ohio · Cleveland, Ohio · Dallas, Tex. · Denver, Colo. · Detroit, Mich. · Houston, Tex. · Indianapolis, Ind. Kansas City, Mo. · Los Angeles, Cal. · Milwaukee, Wis. Minneapolis, Minn. · New York, N. Y. · Omaha, Neb. Philadelphia, Pa. · Pittsburgh, Pa. · Portland, Ore. · St. Louis, Mo. · San Francisco, Cal. · Washington, D. C.

USG

**Registered trade-mark*

AF-7

UNITED STATES GYPSUM CO., 300 W. Adams St., Chicago, Ill.
☐ I have a painting problem. Please have your representative call.
☐ Please send me your new manual "Modern Principles in Paint and Decoration."

Name.....
Address.....
City.....*State*.....

MARKS THE SPOT



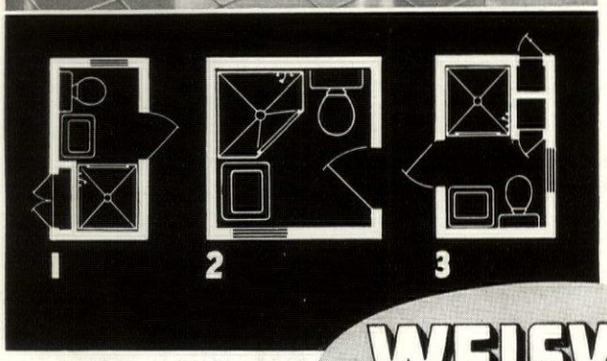
Where the Added Livability of Extra Baths is Being Built Into New and Old Homes

WITHIN the limits of a 3-foot square, or less, a Weisway Cabinet Shower provides complete bathing facilities. Guaranteed leakproof . . . with a foot-grip no-slip floor of vitreous porcelain . . . Weisways are easily, quickly installed without special treatment of building walls or floor, in new or old structures.

These Weisway qualities constitute an important reason why the X enclosed in a square appears so frequently on the plans for new and modernized homes . . . denoting the added livability of an extra bath. Weisways make extra baths practical and possible, even in small, low cost homes . . . and Weisway *leakproof* construction overcomes difficulties long associated with most expensive "built-up" showers.

Used separately or in combination with other fixtures to make a complete bathroom, Weisways add convenience and livability . . . off the first floor convertible study, the master or other bedrooms, maid's room, recreation room. In modernizing work, a little-used closet or end of a hall frequently provides space for an extra Weisway bath. Sketches at lower left are merely suggestive of many floor plan possibilities with Weisway Cabinet Showers.

There are Weisway models for basement and simplest cottage as well as the finest home . . . for institutions, industrial buildings and ships. Mail coupon, or write, now for complete information, without obligation.



1 One of many possible combinations of a Weisway, lavatory and toilet which provide a complete bathroom in exceedingly small floor area.

2 A corner entrance Weisway model affords convenient entrance to cabinet, with other fixtures in compact space.

3 This suggested layout provides space economy, convenient fixture location, combined with linen storage cabinet.

WEISWAY
Cabinet Showers

HENRY WEIS MANUFACTURING CO., INC. (Est. 1876) **702 Oak Street, Elkhart, Ind.**

Gentlemen: Without obligation, please send complete information about Weisway Cabinet Showers and their adaptability to [ ] new homes [ ] modernizing [ ] hotels, clubs, institutions [ ] schools, colleges [ ] industrial and commercial buildings [ ] ships.

Name_____ Street_____ City_____ State_____

Let Us Help You Plan the Kitchen of the Next House You Design

TAKE advantage of all the new ideas for convenience and work saving in the kitchen. We will submit layout and estimate *without cost or obligation to you.*

Don't make the mistake of thinking that only expensive homes can afford STEEL planned kitchens. With two complete lines of St. Charles Steel Kitchen Cabinets you can fit the purse as well as the requirements of any kitchen layout. Get the most kitchen efficiency for your clients' money.

ADVANTAGES OF STEEL • No warping, swelling, or binding . . . easy to clean . . . highly sanitary . . . no dust catching cracks or projections . . . welded joints assure strength and rigidity . . . baked enamel finish.



Send for FREE Picture Portfolio

THIS *FREE* PORTFOLIO contains views of a variety of St. Charles STEEL planned kitchens. Helpful in showing clients what may be done. Specifications of complete lines included. Address St. Charles Manufacturing Co., St. Charles, Illinois. Ask for portfolio AF-78.

St. Charles Steel Kitchen Cabinets

—ADAPTABLE—

HOME GARAGE
FACTORIES
WAREHOUSES
GREASING STATIONS
FIRE STATIONS
BOAT WELLS
SIMILAR BUILDINGS

THE

"OVERHEAD DOOR"

THE DOOR WITH THE

MIRACLE WEDGE

Salt Spray Steel

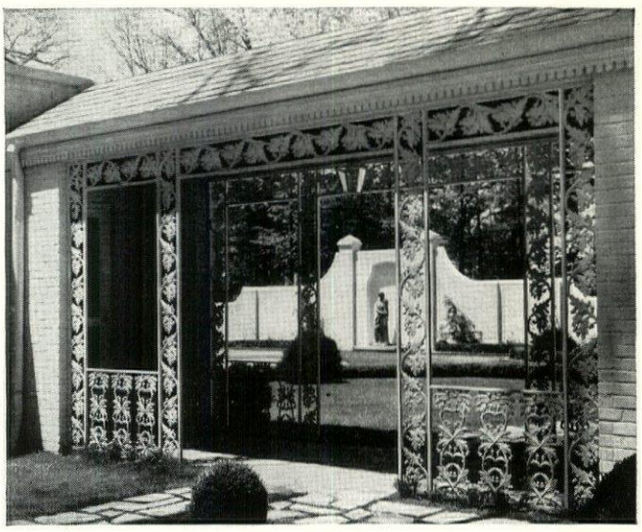
TRACKS AND HARDWARE

Standard Equipment

Backed by A Nation-Wide Sales-Installation Service

OVERHEAD DOOR CORPORATION

HARTFORD CITY, INDIANA, U.S.A.



Smyser-Royer Cast Iron Veranda Design in Loggia Ironwork
Residence of Donald Ross, Esq., Asheville, N. C.
Architect—Will W. Griffin

INTERESTING TREATMENT OF CAST IRON VERANDAS

Wherever used, Smyser-Royer Cast Iron Veranda Designs add a distinctive note to the decorative scheme. Architects will find a design suitable for every purpose in our new catalogue. Write today to the Smyser-Royer Company. Main Office and Works, York, Pa. Philadelphia Office, Architects' Building, 17th and Sansom Sts.

SMYSER-ROYER COMPANY



Herbert Bruning residence, Wilmette, Ill., George Fred Keck, architect. Proof that "modern" can be livable.

. . . in modern residence design

The decoration of all first floor walls in Prima Vera in the Herbert Bruning residence may seem as unusual as placing the glass brick-enclosed stairwell in the living-room. But there is sound reasoning back of both decisions. Architect George Fred Keck, having complete control from plot plan to curtain fabrics, relied successfully on the natural beauty of naked materials . . . wood, fabric, and glass.

Flexwood, being real wood, supplied color, form and figure. Installation was speedy and economical because Flexwood is applied by hand to curved as well as flat surfaces. The Prima Vera is in perfect match because the entire two thousand square feet came from one log.

Wood, as old as architecture itself, is in excellent taste in ultra-modern as well as classical interiors. The use of Flexwood places no limitation on the creative skill of the designer and its cost puts no strain on the normal budget. Samples and data are yours for the asking. We will appreciate it if homeowners, when writing, will mention the name of their architect or decorator.



Flexwood is thin wood mounted on cloth and made flexible for direct wall application . . . takes any wood finish . . . is alive . . . colorful . . . elegant.

UNITED STATES PLYWOOD CORPORATION, 103 PARK AVE., NEW YORK

Manufacturers of Flexwood, Plywood, Armorply, and kindred products

IT PAYS TO PAINT WITH EAGLE pure WHITE LEAD



PAINTING TIP FROM
WM. R. ELZEA,
KANSAS CITY, KANSAS

*"I've had 25 years' experience with Eagle White Lead. It's a premium paint at only $2.19 a gallon."**

Architects will save themselves all the headaches caused by paint failures by making Eagle White Lead a standard specification for all outdoor painting. It gives lasting beauty and protection to wood, brick and stucco. Also fine for interiors.

*Based on national average cost of Eagle White Lead and linseed oil.

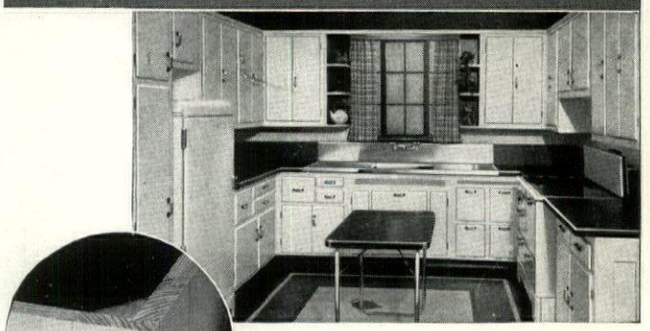


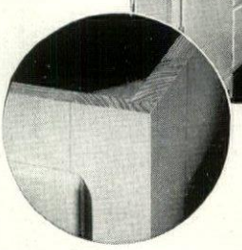
THE EAGLE-PICHER
LEAD COMPANY
CINCINNATI, OHIO

EAGLE EP PICHER

CHOICE OF GOOD PAINTERS SINCE 1843

HOME OWNERS PREFER CABINETRY OF WOOD





Top view of BASE CABINET shows sturdy construction. Note accurate mortise and tenon joints... also the heavy corner block.

A recent home-owner survey conducted by a leading home magazine showed that 54% preferred kitchen cabinets of wood . . . and 62% preferred built-in standard units. Proof again that Kitchen Maid Cabinetry is always the most popular . . . that Kitchen Maid Kitchens meet modern demands in the homes you plan or build. Write for beautiful new catalog and details.

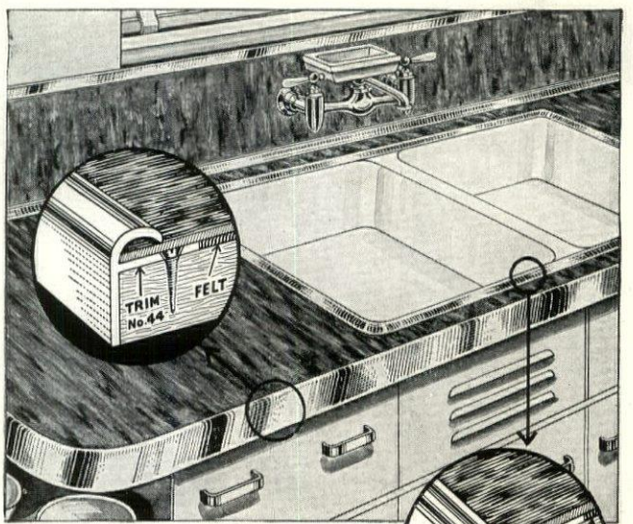
The Kitchen Maid Corp., 907 Snowden Street, Andrews, Indiana.
Send new catalog and details on standard unit Kitchen Cabinetry.

Name_____

Address_____

☐ Architect ☐ Builder ☐ Dealer ☐ Owner

KITCHEN MAID
STANDARD UNIT CABINETRY



ALL EDGES SEALED *Watertight!*

The edges of covering material around bath tubs, sinks, counters, etc. are now easily *waterproofed* and protected from wear by using the correct Chromedge trim with Chromedge waterproof cement. And these brilliant trims are not plated—they are manufactured of a special white metal alloy.

Write for free detail catalogue (A. I. A. File No. 15-L)

CHROMEDGE
Metal Trims
FOR WALL AND FLOOR COVERINGS

161 Beautiful Trims for walls, floors, bars, desks, tables, etc.

THE B & T FLOOR CO., COLUMBUS, OHIO

First "ALL-GAS HOME" *is carpeted by* BIGELOW



"All-Gas Home"—Hartford, Conn. Architect: A. Raymond Ellis
Completely furnished by The Flint-Bruce Company, Inc., of Hartford, Conn.

"ALL-GAS HOMES"
and the architectural design competition featured elsewhere in this issue, are sponsored by the American Gas Association.



Above: ***Beauvais Carpet selected for Living Room, Dining Room, Halls and Stairs.*** **Below:** ***Nantasket Carpet used in Recreation Room.***

RUGS & CARPETS BY BIGELOW WEAVERS

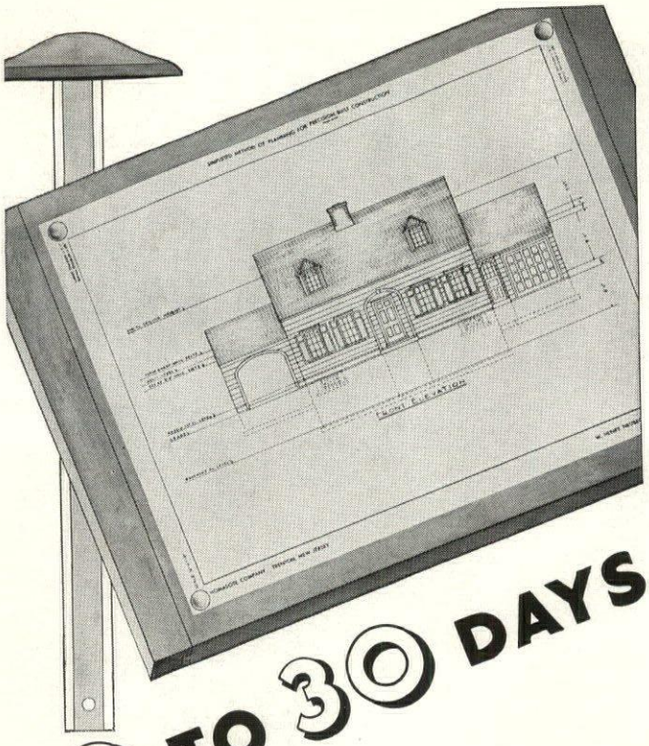
We are proud that Bigelow Carpets were chosen for use throughout the first "All-Gas Home"—erected for the Hartford Gas Company.

This is the first of about 1000 "All-Gas Homes" which will be built throughout the United States and Canada to demonstrate the convenience of using gas for the "4 Big Jobs"—cooking, water heating, refrigeration and house heating.

Just as the decorator for the first "All-Gas Home" found that Bigelow had the right patterns, colors and grades for this typical small New England house, so you'll find we have what *you* want—for buildings of every sort and size, from a cottage to a hotel!

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.

RUGS AND CARPETS BY BIGELOW



10 TO 30 DAYS

from your board to the finished house

DON'T lose clients because of slow construction methods! When you can promise a finished house in 30 days or less, your client has no reason to "put it off."

With the Precision-Built method, any house — of any size or design — can be completely built and ready for occupancy in a minimum of time. With the Simplified Method of Planning, your own time for drafting and supervision is likewise reduced to a minimum. With our advertising and merchandising plans, you have business brought to you --by your local lumber dealer, contractors and realtors. You can handle even low-cost homes *at a profit.*

Let us send you our Simplified Method of Planning — show you how it saves many hours in both drafting and detailing. The entire system is incorporated on 20 compact, convenient cards—which are a joy to use. The system includes the most revolutionary method ever devised for calculating rafters of every type. You have complete flexibility—no limitations on your design. You do not have to modify a single dimension.

More than $1,750,000 of architect-designed Precision-Built Homes have already been erected. Standard materials and quality construction are used throughout.

We invite you to write for the full details. The Simplified Method of Planning is sent at your request—without charge. New business is now available to you. Get your share.

HOMASOTE COMPANY
TRENTON • • • NEW JERSEY



Here's Your Lucke Catalog!



THE LUCKE LEAK-PROOF TUB HANGER

Lucke Leak-Proof Tub Hangers prevent seepage between walls and tubs. End unsightly cracks and ruined plastering. Eliminate settling. Specified everywhere by leading architects and contractors for remodeling or new construction. All types of tubs. All types of wall construction. Catalog free. Send for it.

Patented and Manufactured by
WILLIAM B. LUCKE
WILMETTE, ILLINOIS

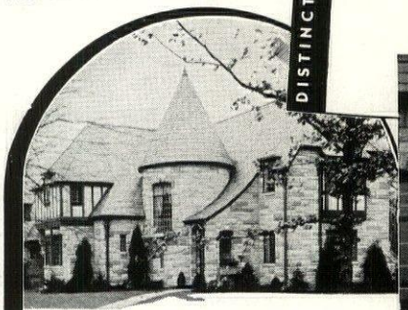
Write for this BOOKLET

Golden Tone STONE
ASHLAR WALL FACING

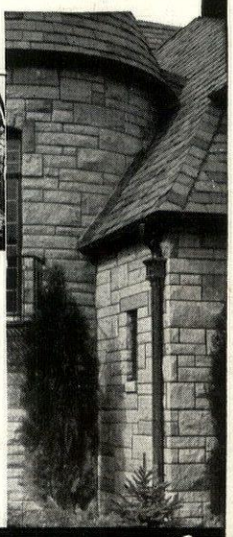
DISTINCTIVE AMERICAN HOMES



IT IS NATURAL STONE— preferred by architects.



Residence of J. D. Roller — Youngstown, Ohio
Cook and Canfield, Architects



BRIAR HILL GOLDEN TONE NATURAL SANDSTONE, used as a Veneer, the same as face brick, but in the form of ASHLAR WALL FACING, brings colorful beauty, permanence and freedom from repair expense well within the average home building budget.
Photographs of many homes of BRIAR HILL STONE, and reproductions of the stone in natural colors, are contained in the booklet we have for you. Sizes, textures and finishes are also given. Write for your copy today.

The BRIAR HILL STONE Co.
• GLENMONT, - OHIO •